



Aalborg Universitet

AALBORG UNIVERSITY
DENMARK

Eurovision 2014 as potlatch?

Exploring mega events as cultural demonstrations of complex outcomes

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The 23rd Nordic Symposium On
Tourism And Hospitality Research

THE VALUES OF TOURISM

2-4 October 2014



Editors:

Adriana Budeanu, CBS

Marie Möckel, CBS

Szilvia Gyimóthy, AAU



PREFACE

On behalf of the organizing committee, we wish you a warm welcome to Copenhagen and the Nordic Research Symposium in Tourism and Hospitality! About 200 Nordic and international tourism researchers are gathered now for the 23rd year to progress tourism scholarship towards new frontiers. Nordic tourism today is increasingly affected by global conditions. Decelerating economies, climate challenges, networked communities and digital technologies are setting their traces on the industry of mobile consumption. Such transformations call for reflexive approaches in order to understand and eventually, make a difference in the wider contemporary context of tourism.

This year we wanted to encourage transdisciplinary discussions representing different empirical, conceptual or methodological approaches on the Values of Tourism, relevant to tourism businesses, local communities and destinations, education as well as tourism research. The Call for Papers has generated an unprecedented interest that indicates the timeliness of our focus, with 162 abstract being submitted and a record of 190 delegates registered to attend the symposium, reflecting a remarkable diversity of contemporary scholarship. Tourism's progress towards (trans)disciplinary maturity and relevance to society is also reflected in the four keynote speeches. Professor Monika Büscher will discuss the character and consequences of transport surveillance through addressing embodied security, freedom and justice. Professor Thomas O'Dell will talk about methodological approaches and the valuable contributions ethnography can offer for tourism research. Professor Jafar Jafari will take a cautionary note of inbreeding tourism scholarship and knowledge transfer to practitioners. Finally, Associate Professor Bodil Stilling Blichfeldt will encourage tourism scholars to pay more attention and conduct research regarding ordinary and mundane tourism experiences.

Apart from striving for excellence in the academic programme, we have also set us the ambition to create the first responsible symposium in the history of NORTHORS. As far as it was possible, all merchandise, food and beverages have been ordered from ecological, fair trade or local Danish producers. You will also notice that we will not provide bottled water during breaks and meals. We hope that we will launch a tradition of responsible events and stand out as an example for future symposia.

Finally, we would like to thank everyone who helped us in making NORTHORS23 possible. We are indebted to each member of the Scientific Committee who reviewed individual contributions, the chairs who offered their assistance and, not the least, the collaborating teams of the host Universities, Copenhagen Business School and Aalborg University.

Wishing you a fruitful, inspiring and not the least, fun conference!!!!

Adriana Budeanu and Szilvia Gyimóthy, Co-chairs of the 23rd Nordic Symposium

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OUR RESPONSIBILITY MANIFESTO

The Responsibility Manifesto at the Nordic Symposium for Tourism and Hospitality Research

Copenhagen, 2014

Knowingly aware of the multiple impacts generated, initiated or stimulated by our private and professional actions, we, the organizing team of the 23rd Nordic Symposium for Tourism and Hospitality Research, have decided to take responsible action. Operating in limiting circumstances of reduced resources, we are not claiming to have completely eliminated the environmental, social, or economical negative impacts generated by our organization or by our participant's attendance.

However, we are proud to give account of the few areas where we did things differently, with the hope that our initiative is a first step towards creating a new responsible practice among NORTHORS organizers:

- 1) **Efficient use of material resources:** *We adopted an environmentally responsible purchasing policy and reduced CO2 emissions generated by the transportation associated to our event.*
- 2) **Responsible scholarship:** *We put the study of sustainable development in tourism as a core subject for discussion during the conference.*
- 3) **Ethical principles:** *We are the first international conference that openly and wholeheartedly adopted the (draft) TEFI guidelines for Gender Equity and Balance in Tourism Conferences.*

More information about the choices we had and the decisions we made under these focus areas is available on the conference website (www.noridctourism2014.cbs.dk) and we will also be happy to share our personal experience with pursuing these goals upon request.

With open heart and mind, we thank all that supported this initiative at CBS and beyond, and all our participants for supporting our goals of delivering a Nordic symposium in a responsible manner. We hope that organizers of future symposiums will build on our experience and help responsible action to become common practice in the NORTHORS community.

The organizing committee:

Adriana Budeanu, Can Seng Ooi, Szilvia Gyimóthy, Ana Maria Munar,
Gabriella S. Munch, Marie Möckel, Lene Mette Sørensen, Lærke Kristensen
Copenhagen, October 2014

ORGANIZERS OF THE CONFERENCE

Conference Chair

Adriana Budeanu, Center for Leisure and Culture Service, Copenhagen Business School

Conference co-chair

Szilvia Gyimóthy, Aalborg University

Members of the scientific committee

Avital Biran, *Senior Lecturer, Bournemouth University*

J.C. Brezet, *Professor, Technical University of Delft, NL*

Mads Bødker, *Associate Professor, Copenhagen Business School, Denmark*

Erika Andersson Cederholm, *Associate Professor, Lund University, Sweden*

Donna Chambers, *Reader in Tourism, University of Sunderland*

Dianne Dredge, *Associate Professor, Griffith University*

Eduardo Fayos-Solà, *President of the Ulysses Foundation/Professor, University of Valencia*

William C. Gartner, *Professor, University of Minnesota / Fellow, International Academy for the Study of Tourism*

Henrik Halkier, *Professor, AAU, Denmark*

Edward H. Huijbens, *Director/Professor, Icelandic Tourism Research Centre/University of Akureyri*

Tazim Jamal, *Associate Professor, Texas A&M University*

Øystein Jensen, *Professor, University of Nordland, Norway*

Catalina N. Juaneda Sampol, *Professor, Vice-Chancellor in International Services, University of the Balearic Islands*

Jane Widtfeldt Meged, *Assistant Professor, Roskilde University*

Alda Metrass D'Azevedo Mendes, *Temporary Instructor, University of Akureyri*

Dieter Müller, *Professor, Umeå University, Sweden*

Reidar Johan Mykletun, *Professor, University of Stavanger, Stavanger, Norway*

Annette Pritchard, *Professor, Director of the Welsh Centre for Tourism Research, University of Cardiff*

Yael Ram, *Lecturer, Ashkelon Academic College, Israel*

Sigbjorn Tveteras, *Associate Professor, University of Stavanger, Norway*

Brian Wheeler, *Associate Professor, NHTV Breda, The Netherlands*

Honggen Xiao, *Assistant Professor, Hong Kong Polytechnic University*

Carina Ren, *Associate Professor, AAU, Denmark*

Can Seng Ooi, *Professor (MSO), Copenhagen Business School, Denmark*

Ana Maria Munar, *Associate Professor, Copenhagen Business School, Denmark*

Carina Antonia Hallin, *Assistant Professor, Copenhagen Business School, Denmark*

Kristian Anders Hvass, *Assistant Professor, Copenhagen Business School, Denmark*

Szilvia Gyimóthy, *Associate Professor, AAU, Denmark*

Adriana Budeanu, *Associate Professor, Copenhagen Business School, Denmark*

Johan R. Edelheim, *Professor, University of Lapland, Finland*

Dr. Constantia Anastasiadou, *Reader in Tourism, Edinburgh Napier University, UK*

Dorthe Eide, *Associate Professor, University of Nordland, Norway*

Ulrika Åkerlund, *Phd, Center for Tourism Studies, University of Eastern Finland*

Members of the organizing committee

Gabriela Stephanie Munch, Copenhagen Business School

Marie Möckel, Copenhagen Business School

Lærke Kristiansen, Copenhagen Business School

Carina Ren, Aalborg University (coordinator of PhD workshop)

Supporters of the conference (with logos if possible)

- *Danish Society for Education and Business (former FUHU)*
- *Department of International Economics and Management (INT) at Copenhagen Business School*
- *Crowne Plaza, Copenhagen Towers*



OVERVIEW OF THE CONFERENCE

WEDNESDAY 1ST OCTOBER 2014

16:30 – 16:40 Gathering at Nyhavn Pier for a boat ride to the welcome reception (boat leaves at 16.45 sharp)

17:30 – 20:00 **Welcome Reception** – Aalborg University, Campus Copenhagen (Light Danish tapas and beverages incl.)
Registration desk opens from 4pm

THURSDAY 2ND OCTOBER 2014

8:00 Registration desk opens at Dalgas Have, CBS

9:00 – 9:55 **Welcome to CBS**

Keynote presentation by Prof. Monika Büscher, Lancaster University U.K.
Place: Dalgas Have, room DSC033

9:55 – 10:30 Coffee & Conversation

10:30 – 12:30 Parallel Sessions I	Values of tourism research & scholarship	Values of/for tourist I	Values in business I	Value chains and networks	Values of tourism for sustainable development I	Value-based tourism	Values of tourism for destination development I	Values for culture
	Johan Edelman	Peter Björk	Dorthe Eide	Malin Zillinger	Maria José Zapata Campos	Tommy Andersson	Julie Wilson	Carina Bregnholm Ren
	Room: D1V020	Room: D1V023	Room: D1V041	Room: D1V029	Room: D1V044	Room: D1V108	Room: D1V049	Room: D1V110

12:40 – 13:35 Lunch at Dalgas Have

13:45 – 14:30 **Keynote presentation by Prof. Thomas O'Dell, Lund University, Sweden**
Place: Dalgas Have, Room: DSC033

14:30 – 15:00	Coffee & Conversation							
15:00 – 17:00 Parallel Sessions II	Values of tourism education <i>Reidar J. Mykletun</i>	Values of/for tourist II <i>Erika Andersson-Cederholm</i>	Values in business II <i>Maria Lexhagen</i>	Popcultural tourism <i>Avital Biran</i> Food-place nexus I <i>Szilvia Gyimóthy</i>	Second homes <i>Ulrika Åkerlund</i>	Value of tourism for sustainable development II <i>Tazim Jamal</i>	Values of tourism for destination development II <i>Constantia Anastasidou</i>	Values of tourism for society and communities I <i>Anna Dóra Sæpórsdóttir</i>
	Room: D1V020	Room: D1V023	Room: D1V041	Room: D1V029	Room: D1V110	Room: D1V044	Room: D1V049	Room: D1V108
FRIDAY 3 RD OCTOBER 2014								
9.15 – 10.00	Keynote presentation by Prof. Jafar Jafari, University of Wisconsin-Stout, U.S. Place: Dalgas Have, room: DSC033							
10.00 – 10.30	Coffee & Conversation							
10.30 – 12.30 Parallel Sessions I	Value based management for tourism organizations <i>Peter Kvistgaard</i>	Values of/for tourist III <i>Jane W. Meged</i>	Values in business III <i>Kai Victor Hansen</i>	Alternative ontologies and epistemologies <i>Soile Veijola</i>	Food-place nexus II <i>Anette Therkelsen</i>	Values of tourism for society and communities II <i>Lulu Hansen</i>	Special track Wonders of nature <i>Bente Heimtun</i>	
	Room: D1V020	Room: D1V023	Room: D1V041	Room: D1V029	Room: D1V044	Room: D1V108	Room: D1V049	Room: D1V049

	Room: D1V020	Room: D1V023	Room: D1V041	Room: D1V029	Room: D1V044	Room: D1V108	Room: D1V049
12.40 – 13.40	Lunch at Dalgas Have						
13.45 – 14.30	Keynote presentation by Associate Prof. Bodil Stilling Blichfeldt, Aalborg University, Denmark Place: Dalgas Have, room: DSC033						
14.30 – 15.00	Coffee, Tea & Talk						
15.00 – 16.00 Parallel Sessions II	Values of tourism research & scholarship II		Values off/for tourists IV		Technology and value creation		NORTHORS Board Meeting
	Ana Maria Munar		Anders Sørensen		Håvard Ness		Henrik Halkier
	Room: D1V020		Room: D1V041		Room: D1V108		Room: D1V023
16:10 – 16:55	Closing of the 23 rd symposium by Prof. Can Seng Ooi, CBS						
17:00 - 17:45	Bus transfer from the conference venue to the hotels**, ***						
18.00 – 19:00	Bus transfer from the hotels to the gala dinner**, ***						
19:00 – onward	Gala Dinner at the Danish Architecture Center						

NOTES:

- * For participants who want to come directly to the welcome reception venue, the address of Aalborg University-Campus Copenhagen is A.C. Meyers Vænge 15 – B3 | Copenhagen
- ** Bus transfers are provided for participants staying at hotels Denmark, Babettes Guldsmæde, Neptun and Admiral.
- *** Participants staying at the Crowne Plaza Hotel can take the metro (direction Vanløse) directly to the conference venue (stop at station “Lindevang”)

PARALLEL SESSIONS

Values Of Tourism Research And Scholarship I.

Chair: Johan Edelheim

Thursday 2nd Oct./ 10:30 – 12:30

Room: D1V020

- | | |
|---------------|--|
| 10:30 – 10:50 | Scientising The Study Of Tourism
<i>Kazuyoshi Takeuchi</i> |
| 10:50 – 11:10 | Reconceptualising Value In Tourism And Hospitality
<i>Mark Francis, Ron Fisher, Andrew Thomas and Hefin Rowlands</i> |
| 11:10 – 11:30 | Decolonizing Tourism Epistemology: Envisioning A Democratic Horizon Of Interpretation
<i>Ana María Munar</i> |
| 11:30 – 11:50 | Experience Facilitation And Tourist Value Experience
<i>Chouki Sfandla, Metin Kozak, Antonia Correia</i> |
| 11:50 – 12:10 | Value, waste and tourism: a topological inquiry
<i>Richard Ek</i> |
| 12:10 – 12:30 | The value(s) of tourism: a literature review
<i>José-Carlos García-Rosell, Maria Hakkarainen, Sanna Kyyrä, Esther Dorsman</i> |

Values Of/For The Tourist I.

Chair: Peter Björk

Thursday 2nd Oct./ 10:30 – 12:30

Room: D1V023

- | | |
|---------------|--|
| 10:30 – 10:50 | Practices and meaning behind the words of service self-representations in the hotel industry
<i>Christer Karl Eldh, John F Monhardt</i> |
| 10:50 – 11:10 | Slow travel: the value of time in tourism
<i>Tina Roenhovde Tiller</i> |

11:10 – 11:30	The effect of cultural values and travel motives in lifestyle segmentation of tourist <i>Nina Marianne Iversen, Leif Egil Hem</i>
11:30 – 11:50	Tourism destination satisfaction: the relative importance of firm and attribute level satisfaction <i>Marit Gundersen Engeset, Jan Velvin</i>
11:50 – 12:10	Value co-creation in tourism experiences <i>Eva Maria Jernsand, Helena Kraff</i>
12:10 – 12:30	What is this relationship worth? Gift-giving and emotional work in the hospitality business <i>Erika Andersson Cederholm</i>

Values In Business I.

Chair: Dorth Eide

Thursday 2nd Oct./ 10:30 – 12:30

Room: D1V041

10:30 – 10:50	Value co-creation modelling for big data analytics – the destination management information system Åre <i>Matthias Fuchs, Tatiana Chekalina, Wolfram Höpken, Maria Lexhagen</i>
10:50 – 11:10	Explaining performance in hotel and restaurant businesses <i>Jie Zhang, Astrid E. Enemark</i>
11:10 – 11:30	How science and technology affect business innovations in tourism <i>Anne-Mette Hjalager</i>
11:30 – 11:50	Measuring the impact of a performance benchmarking system on hotel labour productivity <i>Sigbjørn Tveteraas, Ragnar Tveterås, Helge Jørgensen</i>
11:50 – 12:10	Multiple nationalism and South Korean war memorial museu <i>Young-Sook Lee</i>
12:10 – 12:30	The innovation journey of new-to-tourism entrepreneurs <i>Isabel Rodriguez Sanchez, Matilde Brotons, Allan Williams</i>

Value Chains And Networks

Chair: Malin Zilinger

Thursday 2nd Oct./ 10:30 – 12:30

Room: D1V029

- | | |
|---------------|---|
| 10:30 – 10:50 | Destination development in the Botnia-Atlantica region: same, same and different
<i>Kajsa Grandics Åberg, Kritina Svets</i> |
| 10:50 – 11:10 | Tourism actors' social representations of collaborations in Idre, Sweden: a cognitive mapping method
<i>Ioanna Farsari</i> |
| 11:10 – 11:30 | Valuing innovation in destination networks
<i>Håvard Ness</i> |
| 11:30 – 11:50 | Exploring Nordic ways of tourism cooperation around canals, rivers and in-land water areas
<i>Anna Karin Olsson</i> |
| 11:50 – 12:10 | The NGO-Tourism Nexus - Mapping the 'Doings' of the NGOization of Tourism and the Touristification of NGOs in La Antigua Guatemala
<i>Sarah Becklake</i> |

Value Of Tourism For Sustainable Development I.

Chair: María José Zapata Campos

Thursday 2nd Oct./ 10:30 – 12:30

Room: D1V044

- | | |
|---------------|---|
| 10:30 – 10:50 | Conservation and tourism: A comparative analysis of protected area policy and planning in Norway and New Zealand.
<i>James Higham, Jan Vidar Haukeland, Debbie Hopkins, Kreg Lindberg, Odd Inge Vistad</i> |
| 10:50 – 11:10 | Values of tourism destinations "in the middle of nowhere"
<i>Maria Hakkarainen, Sanna Kyyrä</i> |
| 11:10 – 11:30 | Sustainable food systems, impacts of tourism on local value creation
<i>Jan Henrik Nilsson, Stefan Gössling, Ann-Christin Andersson</i> |

- | | |
|---------------|---|
| 11:30 – 11:50 | Islands' tourism and events as co-designer for sustainability - experiences from the North Sea Wadden Region
<i>Han Brezet</i> |
| 11:50 – 12:10 | Resourcifying the unique – Collaborative valuation practices in rural tourism development in Sweden
<i>Manuela Kronen</i> |
| 12:10 – 12:30 | “Deconstructing” Sustainable Tourism (ST) and Community-Based Tourism (CBT): Towards a Robust Framework of Sustainable Community-Based Tourism (SCBT)
<i>Tek B. Dangi, Soyeun Kim, Tazim Jamal</i> |

Value-based Tourism

Chair: Tommy Andersson

Thursday 2nd Oct./ 10:30 – 12:30

Room: D1V108

- | | |
|---------------|--|
| 10:30 – 10:50 | Conflicts between tourism and power production in Iceland: Discourse analyses on land use and the changing idea of natural resources
<i>Anna Dóra Sæþórsdóttir</i> |
| 10:50 – 11:10 | Effects of resource decline and stricter fishing regulations on the behavior of salmon fishing tourists
<i>Stian Stensland</i> |
| 11:10 – 11:30 | To Preserve or Enhance Precious Memories: A Segmented Market Analysis
<i>Sharon Chang, Renuka Mahadevan</i> |
| 11:30 – 11:50 | Changing employee roles in the service encounter for tourism value creation: educational, managerial and organisational implications
<i>Claire Forder, Flemming Sørensen, Jens Friis Jensen</i> |
| 11:50 – 12:10 | Future visions of the tourism products
<i>Anders Steene</i> |

Value Of Tourism For Destination Development I.

Chair: Julie Wilson

Thursday 2nd Oct./ 10:30 – 12:30

Room: D1V049

- | | |
|---------------|---|
| 10:30 – 10:50 | Operationalizing the performance of a tourism network. A case study of Network Limfjorden, Denmark
<i>Urban Gråsjö, Martin Gellerstedt</i> |
| 10:50 – 11:10 | If Jesus had lived now he would definitely have attended the Gladmat festival
<i>Reidar Johan Mykletun, Ambassador Meretse</i> |
| 11:30 – 11:50 | Gender relations in tourism in the Russian arctic: representations and practices
<i>Susanna Heldt-Cassel, Albina Pashkevich</i> |
| 11:50 – 12:10 | Finnish countryside as a setting for rural wellbeing - case FinRelax®
<i>Anja Tuohino</i> |
| 12:10 – 12:30 | The roles of events in destination branding
<i>Ira Lahovuuo, Jenni Mikkonen</i> |
| 12:30 – 12:50 | Events' "deserved" media coverage and destination branding
<i>Kari Jæger , Trine Kvidal</i> |

Values For Culture

Chair: Carina Bregnholm Ren

Thursday 2nd Oct./ 10:30 – 12:30

Room: D1V110

- | | |
|---------------|--|
| 10:30 – 10:50 | The dynamics of nature and culture in tourism – the case of Ilulissat, Greenland
<i>Karina Madsen Smed</i> |
| 10:50 – 11:10 | Transformed “by the wind and the sea” – exploring visitor emotions towards war heritage along the Danish West Coast
<i>Lulu Anne Hansen</i> |
| 11:10 – 11:30 | The competency profile of cultural tourism employees in Russia
<i>Elena Sakharchuk, Sergey Ilkevich</i> |

11:10 – 11:50 The construction and experience of icon-cities
Anne Klara Bom

11:50 – 12:10 Heritagization - Tourism impact on tourists
Per Åke Nilsson, Diana Alexandru, Babesj-Bolyai

Value Of Tourism Education

Chair: Reidar J. Mykletun

Thursday 2nd Oct./ 15:00 – 17:00

Room: D1V020

15:00 – 15:20 What are the correlates of work values for 16 year old students:
focus on professions within hospitality and tourism
Åse Helene Bakkevig Dagsland, Reidar Johan Mykletun, Ståle Einarsen

15:20 – 15:40 Students' enrolment preferences in higher education: motivations
for choosing tourism, economics, business or law studies.
Catalina Juaneda

15:40 – 16:00 Skills and formal education within the tourism sector
Anders Hedetoft, Tage Petersen

16:00 – 16:20 The values of working in the frontline of the tourism industry –the
case of licensed local guides
Jane Widtfeldt Meged

16:20 – 16:40 The Professional Societal Academic Network (PSAN) of Tourism
Department Partners – A Swedish Case Study Triangulated with the
EU-Project TARSI
Göran Andersson

Values Of/For The Tourist II.

Chair: Peter Erika Andersson-Cederholm

Thursday 2nd Oct./ 15:00 – 17:00

Room: D1V023

15:00 – 15:20 'Experience Europe without borders': Interrail frictions and
regulated mobilities
Martin Trandberg Jensen

15:20 – 15:40 Antecedents of tourist experience value
Peter Björk

- | | |
|---------------|---|
| 15:40 – 16:00 | The view of mass tourists on sustainability value at destinations
<i>Anna Sörensson</i> |
| 16:00 – 16:20 | The value of tourist experiences: Rediscovering the self in dynamic spaces
<i>Carola May, Dr.</i> |
| 16:20 – 16:40 | The effect of normative face-to-face feedback on customers' process enjoyment and their satisfaction with the outcome
<i>May Irene Furenes</i> |

Values In Business II.

Chair: Maria Lexhagen

Thursday 2nd Oct./ 15:00 – 17:00

Room: D1V041

- | | |
|--------------------------|--|
| 15:00 – 15:20 | The value of stakeholders in tourism product development: Insights from Lapland
<i>José-Carlos García-Rosell, Jenny Janhunen</i> |
| 15:20 – 15:40 | Tourism entrepreneurship in changing climate – attitudes and enterprise values in adaptation to climate change
<i>Kaarina Tervo-Kankare</i> CANCELLED |
| 15:40 – 16:00 | Output growth and prices of establishments in the Swedish hotel industry
<i>Martin Falk, Eva Hagsten</i> |
| 16:00 – 16:20 | Pilottesting/testing as methods in innovation processes
<i>Dorthe Eide, Elisabet Ljunggren</i> |
| 16:20 – 16:40 | Value creation of networks and networking for small enterprises and destination development
<i>Irene Cecilia Bernhard, Kerstin Marianne Grundén</i> |
| 16:40 – 17:00 | Meal quality as value added to event and festival experience
<i>Kai Victor Hansen, Reidar J Mykletun</i> |

Special Track: Popcultural Tourism +

Chair: Avital Biran

Thursday 2nd Oct./ 15:00 – 16:00

Room: D1V029

- | | |
|---------------|---|
| 15:00 – 15:20 | Broadening the experiencescape/servicescape concepts: evidence from popular culture destinations
<i>Christine Lundberg, Kristina Lindström, Maria Lexhagen</i> |
| 15:20 – 15:40 | Film tourism collaborations – a critical discussion of stakeholders in Interreg destination development projects
<i>Lena Eskilsson, Maria Månsson</i> |
| 15:40 – 16:00 | Bollywood by the Baltic Sea
<i>Szilvia Gyimothy</i> |

Food place nexus I

Chair: Szilvia Gyimóthy

Thursday 2nd Oct./ 16:00 – 17:00

Room: D1V029

- | | |
|---------------|---|
| 16:00 – 16:20 | Taking stock of the ‘Noma’-effect Food images and preferences at Danish coastal destinations
<i>Anette Therkelsen</i> |
| 16:20 – 16:40 | The relationship between food and place
<i>Paul Edward Cleave</i> |
| 16:40 – 17:00 | Business of culture: use of food and walking tours to add values to tourist’s experience
<i>Christine Lim, Gladys Lam, Giacinta Saw, Zhanghui Ye</i> |

Value Of Tourism For Sustainable Development II.

Chair: Tazim Jamal

Thursday 2nd Oct./ 15:00 – 17:00

Room: D1V044

- | | |
|---------------|--|
| 15:00 – 15:20 | Sampling methods in Icelandic tourist destinations
<i>Gyda Thorhallsdottir, Anna Dora Saethorsdottir, Rögnvaldur Ólafsson</i> |
|---------------|--|

15:20 – 15:40	Biosphere reserve ecotourism in Lake Vänern Archipelago with Kinnekulle, Sweden <i>Fredrik Hoppstadius, Cecilia Möller</i>
15:40 – 16:00	The Use of local knowledge to improve geotourism planning – a case study from Katla Geopark, Iceland <i>Rannveig Olafsdottir</i>
16:00 – 16:20	Becoming a creative destination. Theories for promoting and make use of innovation <i>Eddy Nehls</i>
16:20 – 16:40	Guided tours for socio-environmental change <i>María José Zapata Campos, Patrik Zapata, Maria Jylkkä</i>
16:40 – 17:00	Norms and behavioural intentions in the context of sustainable tourism <i>Rouven Doran, Svein Larsen</i>

Values Of Tourism For Society And Communities I.

Chair: Anna Dóra Sæþórsdóttir

Thursday 2nd Oct./ 15:00 – 17:00

Room: D1V108

15:00 – 15:20	Sami in tourism areas: how to adapt a traditional lifestyle to a tourism landscape <i>Christina Eva Engström</i>
15:20 – 15:40	The use and non-use values of events: a conceptual framework for event evaluation <i>Tommy D. Andersson, John Armbricht, Larry Dwyer, Erik Lundberg</i>
15:40 – 16:00	The values of tourism for multi-ethnic communities: a case study of Baluchis in Iran <i>Ahmad Reza Sheikhi, Agustín Santana Talavera, Heredina Fernandez</i>
16:00 – 16:20	Tourism entrepreneurship: NGOs, clientism and projectitis <i>Ingeborg Marie Nordbø</i>
16:20 – 16:40	Comparing tourism statistics of a country with international standards: Evidence from Iceland <i>Cristi Frent</i>

Value Of Tourism For Destination Development II.

Chair: Constantia Anastasidou

Thursday 2nd Oct./ 15:00 – 17:00

Room: D1V049

- | | |
|---------------|--|
| 15:00 – 15:20 | An Integrative Model of Medical Tourism: Exploring the Relationships between Hospital Reputation, Destination Image, Physician, Service Quality and Physical Facilities, Tourist Satisfaction and Word of Mouth Recommendation
<i>Yuhanis Abdul Aziz, Zaiton Samdin, Khairil Awang, Zulhamri Abdullah</i> |
| 15:20 – 15:40 | Co-creating destination brand in South-Savo
<i>Ira Lahovuuo, Jenni Mikkonen</i> |
| 15:40 – 16:00 | Internal destination branding and the case of 'Fresh Eyes'
<i>Peter Kvistgaard</i> |
| 16:00 – 16:20 | Marketing of recreational salmon fishing in Iceland: Experiences of fishing license outfitters
<i>Thorgils Helgason</i> |
| 16:20 – 16:40 | Tourism destination evolution: what role do 'moments' have in change?
<i>Julie Wilson, Cinta Sanz-Ibáñez, Salvador Anton-Clavé</i> |
| 16:40 – 17:00 | The value of non-mega sporting events for a host destination: Evidence from the 2012 Giro d'Italia in Denmark
<i>Grzegorz Kwiatkowski</i> |

Special Track: Second Homes

Chair: Ulrika Åkerlund

Thursday 2nd Oct./ 15:00 – 17:00

Room: D1V110

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|---------------|--|
| 15:00 – 15:20 | Second home owners' and locals' ways to utilize environment – conflicting and consensual issues from Finnish Lapland
<i>Seija Tuulentie, Asta Kietäväinen</i> |
| 15:20 – 15:40 | Second homes, lifestyle mobility and multilocal living: A critique
<i>Dieter K. Müller</i> |

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|---------------|---|
| 15:40 – 16:00 | <p>‘Mobility as lifestyle strategy: lifestyle satisfaction and place attachment among temporary and permanent EU lifestyle migrants in Spain’
 <i>Maria Angeles Casado-Diaz, Ana Belen Casado-Diaz, Jose Manuel Casado-Diaz</i></p> |
| 16:00 – 16:20 | <p>“We could if we would” - Searching for freedom through lifestyle mobilities
 <i>Marie Vestergaard Mikkelsen</i></p> |
| 16:20 – 16:40 | <p>A critical exploration of an emerging lifestyle mobility industry
 <i>Ulrika Åkerlund, Marco Eimermann, Inês David</i></p> |
| 16:40 – 17:00 | <p>In-migration to rural tourism destinations- theoretical points of departure
 <i>Maria Thulemark</i></p> |

Value-based Management Of Tourism Organizations

Chair: Peter Kvistgaard

Friday 3rd Oct./ 10:30 – 12:30

Room: D1V020

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|---------------|--|
| 10:30 – 10:50 | <p>Value-based management of tourism- and hospitality organizations: Are perceptions of culture related to job outcome?
 <i>Torvald Øgaard, Olga Gjerald, Svein Larsen, Einar Marnburg</i></p> |
| 10:50 – 11:10 | <p>From destination management organisations to destination organisations in Scotland and Denmark: multi-level governance versus localism.
 <i>Constantia Anastasiadou, Henrik Halkier</i></p> |
| 11:10 – 11:30 | <p>Relationships between travel habits and European identity formation
 <i>Constantia Anastasiadou, Emese Panyik</i></p> |
| 11:30 – 11:50 | <p>An exploration of employees’ organizational practice perceptions in the hospitality industry.
 <i>Olga Gjerald, Torald Øgaard, Einar Marnburg, Svein Larsen</i></p> |
| 11:50 – 12:10 | <p>Internal job satisfaction influencing selected five-star hotel employees’ overall job satisfaction
 <i>Lisa-Mari Coughlan</i></p> |

Values Of/For The Tourist III.

Chair: Jane W. Meged

Friday 3rd Oct./ 10:30 – 12:30

Room: D1V023

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|---------------|--|
| 10:30 – 10:50 | The value of experiences at a music event
<i>John Armbrecht, Tommy D Andersson</i> |
| 10:50 – 11:10 | A visual analysis of a cultural tourism destination
<i>Klaes Eringa, Sherry Shenghan Zhou</i> |
| 11:10 – 11:30 | Values in travel guidebooks: tourism and anti-tourism touris
<i>Anders Sørensen, Vicki Peel</i> |
| 11:30 – 11:50 | Conflicting realities in tourist decision-making: Personal values or social practice?
<i>Clare Weeden</i> |
| 11:50 – 12:10 | Storytelling and value creation in extraordinary tourist experiences
<i>Dorthe Eide, Frank Lindberg</i> |

Values In Business III

Chair: Kai Victor Hansen

Friday 3rd Oct./ 10:30 – 12:30

Room: D1V041

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|---------------|--|
| 10:30 – 10:50 | The rural hotels in Norway and the flexibility strategy
<i>Agnes Brudvik Engeset</i> |
| 10:50 – 11:10 | How positive peak experiences can be used as a powerful driver of innovation in tourism: exploring a different source of innovation
<i>Johan Lilja, Ingrid Zakrisson, Bo Svensson, Malin Zillinger, Robert Pettersson</i> |
| 11:10 – 11:30 | Entrepreneurship in experience-based tourism firm
<i>Einar Lier Madsen, Oddny Wiggen</i> |
| 11:30 – 11:50 | The profitability of tourism businesses in Norway
<i>Nigel Halpern</i> |
| 11:50 – 12:10 | Does gender affect the level of cash holdings in tourism firm
<i>Markku Vieru</i> |

12:10 – 12:30 Measuring the efficiency of heritage institutions: A case study of historical buildings in Czech Republic
Zdenek Patek

Special Track: Alternative Ontologies and Epistemologies for Tourism and Hospitality Studies

Chair: Soile Veijola

Friday 3rd Oct./ 10:30 – 12:30

Room: D1V029

10:30 – 10:50 The subject of welcome
Emily Höckert

10:50 – 11:10 Fix you: the emergence and consequences of post-disaster volunteer tourism
Chris McMorran, Harng Luh Sin, Xuejuan Zhang

11:10 – 11:30 Auto-touristography – the relational positioning of the researcher-tourist in the values, frameworks and scales of mass tourism
Vilhelmiina Vainikka

11:30 – 11:50 Topological reflections: marketing landscapes for tourists
Edward Hákon Huijbens

11:50 – 12:10 Relational ontologies and epistemologies in tourism studies
Soile Veijola

Special Track: The Food-Place Nexus II

Chair: Anette Therkelsen

Friday 3rd Oct./ 10:30 – 12:30

Room: D1V044

10:30 – 10:50 A study on the nature of the food tourist's experience: the tourist's viewpoint
Sandhiya Goolaup, Lena Mossberg

10:50 – 11:10 Placing 'the local' in the rural food experience
Josefine Östrup Backe

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|---------------|--|
| 11:10 – 11:30 | Professionalization of hospitality and culinary arts
<i>Lotte Wellton, Inger M Jonsson, Ute Walter</i> |
| 11:30 – 11:50 | Destination foodscape - defined, modelled, and analysed
<i>Peter Björk, Hannele Kauppinen-Räsänen</i> |
| 11:50 – 12:10 | Image, experience and production: strategies for developing the value of food tourism in Denmark and England
<i>Henrik Halkier, Laura James</i> |

Values Of Tourism For Society And Communities II

Chair: Lulu Hansen

Friday 3rd Oct./ 10:30 – 12:30

Room: D1V108

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|---------------|---|
| 10:30 – 10:50 | Exploring the value of an event: comparing consumer surplus, willingness to pay and values of subjective wellbeing for the Peace & Love music festival in Sweden
<i>Tobias Heldt, Reza Mortazavi</i> |
| 10:50 – 11:10 | Sustainability indicators for tourism: Framework for monitoring indicators of sustainability in the tourism system Vatnajökull National Park, Iceland
<i>Kristín Rut Kristjánsdóttir</i> |
| 11:10 – 11:30 | Eurovision 2014 as potlatch? Exploring mega events as cultural demonstrations of complex outcomes
<i>Carina Bregnholm Ren, Morten Krogh Petersen</i> |
| 11:30 – 11:50 | The value of cruise tourism – some critical issues
<i>Svein Larsen, Rouven Doran, Katharina Wolff, Torvald Øgaard</i> |
| 11:50 – 12:10 | Destination branding in coastal communities: entrepreneurs' sense of place
<i>Mia Larson</i> |

Special Track: The Wonders Of Nature

Chair: Bente Heimtun

Friday 3rd Oct./ 10:30 – 12:30

Room: D1V049

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|---------------|--|
| 10:30 – 10:50 | Choreographies of light and darkness: compositions of northern light tourism
<i>Gunnar Thór Jóhannesson, Katrín Anna Lund</i> |
| 10:50 – 11:10 | Navigating the storm: embodiments, experiences and reflections of northern lights fieldwork
<i>Bente Heimtun, Gunnar Þór Jóhannesson, Tiina Kivelä, Katrín Anna Lund, Nigel Morgan, Seija Tuulentie</i> |
| 11:10 – 11:30 | Closer to the whales; the story of creating Whalesafari at Andenes
<i>Arvid Viken, Anniken Førde</i> |
| 11:30 – 11:50 | Defining adventure tourism
<i>Outi Rantala</i> |

Values Of Tourism Research And Scholarship II.

Chair: Ana Maria Munar

Friday 3rd Oct./ 15:00 – 16:00

Room: D1V020

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|---------------|--|
| 15:00 – 15:20 | What do we mean by Experience Production? - A suggested ecology for the diverse concepts of producing and analyzing tourism experiences.
<i>Hans Gelter</i> |
| 15:20 – 15:40 | Axiology of tourism, hospitality and events (TH&E)
<i>Johan R Edelheim</i> |
| 15:40 – 16:00 | Mobility and real time experiences – the study of personal “hot spots”
<i>Ingrid Zakrisson</i> |

Values Of/For The Tourist IV.

Chair: Anders Sørensen

Friday 3rd Oct./ 15:00 – 16:00

Room: D1V023

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|---------------|---|
| 15:00 – 15:20 | The Absolute Importance Of Studying The Relativity Of Risk Perceptions With Regard To Travel Destinations
<i>Katharina Wolff, Svein Larsen</i> |
| 15:20 – 15:40 | Co-creation as a moderator on the experience value – satisfaction relations
<i>Nina Prebensen, Hyelin Kim, Muzzo Uysal</i> |
| 15:40 – 16:00 | Counting visitors in Vatnajökull National Park
<i>Rögnvaldur Ólafsson</i> |

Technology And Value Creation

Chair: Håvard Ness

Friday 3rd Oct./ 15:00 – 16:00

Room: D1V108

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|---------------|---|
| 15:00 – 15:20 | The impact of online information sources on destination image formation: destination Norway in the eyes of the Brazilian market
<i>Anastasia Mariussen, Christine Hafnor Håvoll, Martin Weibye, Pernille Roberts</i> |
| 15:20 – 15:40 | Internet and social media usage among visitors in the Swedish mountain regions
<i>Christine Lundberg</i> |
| 15:40 – 16:00 | The challenges of collecting tourism data
<i>Malin Zillinger</i> |

PAPERS PROCEEDINGS

Values Of Tourism Research And Scholarship I.

Scientising The Study Of Tourism

Kazuyoshi Takeuchi

It has been more than a century since the study of touristic phenomena was first introduced in Europe in the late 19th Century. A myriad of treatises about touristic phenomena were published in an enormous number of journals, and yet the study of tourism has not led to a common convincing explanation of why humans travel. The author proclaims that the reason stems from a habitual behavior of tourism researchers who parallel their heuristic concepts one after another, sometimes with similar concepts in different terms, and pay less attention to a holistic vision of touristic phenomena, because the fundamental discussion of holistic vision seems complicated, involving a variety of neighboring disciplinary fields. It, however, is not a study as to keep displaying indistinct theories in different terms with a timid attitude toward a consensus of holistic description.

The purpose of this paper is to propose a theory which provides a clue to the description of touristic phenomena by demonstrating a mechanism of human travel, supported with the findings of an ecological approach to visual perception and a recent thermodynamic theory of information energy. The core discussion is facilitated with logical assistances of natural science, rather than with the previous achievements of social science. The target of tourism research is divided into two - an intrinsic correlation between tourist and entities, and a case of tourism business, just as economics deals with conceptual models while business study pursues realistic results.

The motivation of human locomotion is based on a biological reaction to a stimulus from environmental entities. When humans are born, they always start searching around their own environment and expand their habitat for food or mating purposes. Just as life forms receive information from their neighboring entities through light, sound, smell, taste, or texture for survival, humans have improved how to receive detailed information through language. A message delivered by language contains a stroke of information energy, and each stimulus of energy, after the impact to the receptor of human sensation, generates a pertinent series of actions, one of which is human locomotion.

The definition of tourist is not determined by a statistic or heuristic concept but by the moment of a human's encounter with entities or events. A tourist does not always have to travel but can stay at home to encounter an entity or event, tangible or intangible, through digital devices. Touristic experiences, consisting of actual or on-site tourist experiences at

destination and mental or off-site tourist experiences at home, always occur whenever and wherever humans encounter an entity or event, either on purpose or by accident, even in the middle of traveling or watching visual images. Such an entity or event is regarded as tourist attraction. The paper concludes that studies of tourism business belong to the field of business administration and that an intrinsic correlation between tourist and tourist attraction should be the target of tourism research. Therefore, the study of tourism should begin with the study of correlation between tourist and tourist attraction.

Reconceptualising Value In Tourism And Hospitality

Mark Francis, Ron Fisher, Andrew Thomas and Hefin Rowlands

Purpose of this paper: The concept of value has suffered from a lack of theoretical and definitional rigour for more than two thousand years. Holbrook (1994) helpfully distinguishes between the terms 'value' and 'values'; with the former referring to preferential judgement and the latter referring to the criteria by which such judgements are made. Previous research on the concept of value has mainly focused on approaches that involve either attempts to measure it (e.g. Wang et al., 2012, Jamal et al., 2011) or a search for a theme (e.g. Gjerald and Øgaard, 2008, Gnoth and Matteucci, 2014), while methodologies and methods have followed a similar pattern. The purpose of this paper is to discuss how value in tourism and hospitality may be understood through stakeholders' conceptions based on experiences. Building on this approach we propose a framework to guide researchers and practitioners in moving towards an understanding of how the experiential nature of value may be used in empirical studies in tourism and hospitality.

Design/methodology/approach: This is a theoretical paper in which we consider the nature of value. As no essence of value has been identified in an extensive literature we argue that value should instead be conceptualised in terms of family membership (Wittgenstein, 2000). Reconceptualising value as a family allows it to be understood through the qualitatively different ways in which people experience value in their lifeworld. In addressing the methodological issues arising from our reconceptualisation of value we propose a three-stage framework that provides an effective means of researching value in tourism and hospitality contexts.

Findings: The reconceptualisation of value in terms of family resemblances addresses the lack of theoretical and definitional rigour, and the large variety of linguistic usages that currently exist. The framework we propose provides a means of implementing the findings based on an experiential approach that considers the qualitatively different ways in which actors in tourism and hospitality experience value

Value: Reconceptualising value as a family has not been considered in previous research, which has traditionally focused on a search for essences or on measurement. This paper provides a new perspective for academics and practitioners in tourism and hospitality and assists understanding of phenomena associated with the concept of value. The theoretical model provides a means of advancing empirical research in tourism and hospitality from the perspective of stakeholders.

Research limitations/implications: Conceptualising value as a family is the first step in our proposed framework that provides researchers with the philosophical basis to understand the nature of value in a given context. The framework and methodology are consistent with the move towards qualitative research as a means of understanding the nature of value (Edvardsson et al., 2011) and builds on Petrick and Backman's (2002) call for further research into perceived value in tourism.

Practical implications: The proposed framework supports an approach to empirical research that can advance tourism and hospitality studies through a new understanding of the nature of value. The framework provides a sound basis for discussing value creation and co-creation grounded in a clear understanding of the nature of value in different contexts. Tourism and hospitality practice should change to reflect the experiential approach to understanding and researching value proposed by our model.

CANCELLED: Decolonizing Tourism Epistemology: Envisioning A Democratic Horizon Of Interpretation

Ana María Munar

The debate of tourism research paradigms often revolves around a division between what has been named the business of tourism and tourism studies or (post-)positivist and critical/interpretivist approaches. This chapter suggests that the level of analysis of this debate has some major limitations and that we need to move beyond this basic division. These different scholarly traditions do not take place in a vacuum, they evolve under the influence of powerful meritocratic and marketized horizons of interpretation. This study advances the thesis that there are two dominant contemporary and paradigmatic horizons of interpretation in academic epistemology, meritocracy and the market, and it presents democracy as an alternative way to envision and revitalize the values of tourism epistemology.

The article examines how the internal logics of these dominant paradigmatic interpretations are consolidated in an institutional reality and colonize ways of understanding tourism research and scholarship. Inspired in democratic theory, the study introduces key dimensions of democratic philosophy such as the public sphere, the principle of autonomy, the ontology of citizenship and the theory of cosmopolitan democracy. It examines in which ways these dimensions relate to the paradigmatic hegemony of meritocracy and the market and presents an epistemological proposal based on the logics and values of democracy (rebellion, dialog, communicative action, inclusion and equity). Finally, the chapter aims to raise a scholarly debate by displaying utopian and dystopian visions of a cosmopolitan tourism academy.

Experience Facilitation And Tourist Value Experience

Chouki Sfandla, Metin Kozak, Antonia Correia

In the light of managerial challenging processes in tourism experience marketing, the purpose of this research paper is to scrutinize the impact of three managerial experience resources; namely experience facilitation process, substance of experience facilitation and experience facilitation assessment, on the perception of value as experienced by resourceful tourists - socio-economic actors. Especially, the paper investigates the value of experience facilitation process by addressing the relationships between relevant constructs and to propose a model. Through a Structural Equation Model, the proposed model was empirically and statistically tested among international golf visitors of Victoria Golf course service in 2014, Algarve destination, Portugal.

The result findings suggest that all the constructs are in relationships and multi-dimensional indicating the most significant relationships of the model. And this result can sufficiently be viewed as evidence in supporting the 15 research hypotheses presented in this paper. Furthermore, these revealed findings are of utmost important for academic and tourism service industry as they inform the importance of the experience facilitation process. Also, they highlight the facilitative interactions of a provider with a tourist viewed as free-conscious, independent and resourceful in valuing the experience and both are part of experience facilitation process.

The empirical study was limited to Victoria Golf course as a Mediterranean Golf experience site; however the study is an inspiration for other Mediterranean Golf service sites such as in Morocco and in Turkey to sustain in the changing tourism destination development. Future research study could apply this model to examine different Golf course experiences, traditions and cultures from other differing tourism regions to improve the generality of the result findings.

The paper advocates that experience facilitation process and its substance for resourceful tourists are related to thematic experiential events and facilitative interactions, and the arrangement forms in the experience facilitation process on the perception of value experience and satisfaction of international tourists. This paper furthermore contributes in nurturing our understandings, as it advances our current theoretical knowledge on factors that the value of experience facilitation process, in value line of thinking, embraces engagement and empowerment in the substance of the facilitation process. In this regard, the evaluation is important to judge the merit of competing facilitated experience processes.

Value, waste and tourism: a topological inquiry

Richard Ek

This is a conceptual paper that does not present empirical findings, but rather acts as a philosophical inquiry concerning waste. In tourism and hospitality studies waste has been a topic and phenomenon that has been carefully addressed in several ways (the question of waste in the hotel industry, sustainability assessment criteria for tourist destinations, municipal solid waste originating from the hospitality sector in particular cities, food waste in restaurants and CSR in the airline industry, among others). However, there are few attempts to discuss waste *per se* in relation to tourism and tourism and hospitality management (one exception being Leiper 1997). If we take the claim that tourism is an ordering force in society (Franklin 2004) seriously, and also admit precarious ecological and environmental situation today, we can easily conclude that waste in a tourist context needs further elaboration.

This is the case not the least since the EU has introduced the directive 2008/98/EC regarding the five-step waste hierarchy which must be introduced into national waste management laws among the member states (Hultman & Corvellec 2012). Waste prevention is the most valued alternative in this hierarchy, but also the alternative that in a most profound way challenges the habitual understanding of waste as of no value, as something value-less. The waste prevention alternative also challenges the habitual understanding of planning and management (of the tourism and hospitality industries and of tourism destinations). Suddenly, the planning for and management of tourist activities, places, mobilities etc. is about something that is present in its absence rather than something that needs to be put in its right place in physical space. The waste hierarchy, if taken serious, questions how we value waste but also, in the end, how we value tourism as a resource driven sociomaterial practice.

The purpose of this paper is to present a relational reading of waste in a tourist and hospitality context. In this relational reading, waste is not possible to disentangle in neat ways (as food waste that is taken out the back door in the restaurant) from tourism and hospitality as sociomaterial practices. Rather, waste is an inherent part of the tourism- and hospitality industries and consequently needs to be revalued (waste is more than something of no value). Theories that are invoked in this inquiry are mainly philosophical takes on waste (Lynch 1990, Thompson 1979) and the current scholarly dialogue on the merits of a topological understanding in the social sciences (Shields 2013).

The value(s) of tourism: a literature review

José-Carlos García-Rosell, Maria Hakkarainen, Sanna Kyyrä, Esther Dorsman

Although the concept of value is widely used in tourism studies, it has been seldom elaborated from a theoretical perspective. The prevailing belief among tourism scholars is that value is something singular. Yet, there are numerous theoretical perspectives that can be used to explain the meaning of value within a tourism context. For instance, value may be approached from different perspectives like neoclassical economics, labor theory and moral philosophy among others. Also a distinction can be made between the uses of value in singular or plural form. While “value” is understood as the relative worth that a society confers on an object or practice, “values” are used in reference to common principles that guide our actions (Arvidsson 2011). A clear understanding of the notion of value(s) and their integration into decision making is a critical precondition for developing tourism practices that promote a balance between preservation and use of resources (Crick-Furman & Prentice 2000).

The aim of this study is to pave the way for studies on the value(s) of tourism by inquiring into how the notion of value(s) has been discussed in the tourism studies literature. In particular, we examine the focus and nature of value(s) in tourism by conducting a systematic literature review by searching seven online databases (Tranfield, Denyer & Smart, 2003). Databases were scanned using a predetermined set of search words. From all the identified references, we selected only those that use the term “value(s)” in the title or keywords. As a result, we ended up with a final sample of 580 papers published in over 50 different tourism and hospitality journals between the years 1976 and 2014. The papers found were analysed thematically, for instance, according to how the notion of value(s) in tourism were conceptualized and understood from a theoretical and philosophical perspective.

Preliminary findings show that a large number of studies tend to frame value(s) in economic and psychological terms, while few studies discuss value(s) in relation to morality, aesthetics, spirituality and environmentalism. Understood in this light, it becomes obvious why indigenous culture, traditional livelihoods, heritage sites and nature may be viewed as valuable in tourism as long as they meet the principles of profit-maximisation and customer satisfaction. By illustrating the dominant perceptions of value(s) in tourism, the study seeks to draw attention to underresearched aspects of value(s) that need to be addressed in order to promote further advancements in this research area and thus contribute to the construction of a better tourism world.

Practices and meaning behind the words of service self-representations in the hotel industry

Christer Karl Eldh, John F Monhardt

The aim of this study is to understand the ontology behind the development of head quarter dictated service self-representations in hotels, with a specific focus on recruitment processes. In what ways are these self-representations value creating for customers and companies? In what ways do they contribute to meaning and mode of production in hotels?

In this text service self-representation should be understood as statement of a service concept in hotels that includes what is offered, how to perform services, actions, treatment of customers and hotel image. This definition is capturing both the baseline of services but also the custom bearing and value offerings (Eksell 2013).

In other studies it has been pointed out that there is a relation between processes of learning, instructions and service-scripts (Valkonen et al 2013). Standardizing service processes are supposed to minimize the time and efforts involved in teaching the employees to do the work. If service scripts describes how and what to say to customers, service blue printing defines how standardized services in every detail should be performed to optimize in terms of costs and service delivery procedures (Kostopoulos et al 2012). In the hotel industry and Hilton hotels is one example, it is common to use service scripts and service blue printing because the need of skilled new employees is minimized and the company will not be dependent on specific individuals among the staff. However, the concepts of service-scripts and blueprinting is rather recently criticized in terms of economic efficiency and created value. Studies have demonstrated that customers at hotels can easily discern when an employee is following a service script, and consequently will have a generally negative view of scripted services. One study discusses how a moderately and relaxed scripting affects customers perception of quality. A suggestion presented in this study is to get employees involved in the process of developing a script. By this a hotel could perform a better treatment of customers (Victorino 2012). A consequence of this is of course that the hotel is more dependent upon a core of staff and presumably a more flexible relation to service representations.

First step in this study, which will be presented in this paper, is to compare service self-representations with qualities asked for in recruitment processes among four major Scandinavian hotel chains (450 hotels). The methodology has been quantitative text analysis. The research is based on two categories of texts. One category is service self-representation as they are presented at web pages and pamphlets, another category is recruitment advertisements. These categories are compared to see in what extension they are matching. Preliminary result shows dissonances between self-representations and desirable staff skills. The hotels differ when it comes to self-representations and what kind of service position in the market they strive for. There are more of similarities when it comes to recruitment advertisements. The self-representations are difficult to distinguish.

Slow travel: the value of time in tourism

Tina Roenhovde Tiller

Slow travel as a research field has increased in popularity in the last decade. The concept started to gain attention through online communities, and tourism researchers have become interested in the possible benefits that slow travel may have on global tourism's contribution to climate change (Dickinson & Lumsdon, 2010). The term 'slow travel' is however fraught with ambiguity, and attempts to shape a definition have thus far not resulted in commonly accepted theories. Thus far it is commonly agreed that some aspect of the holiday journey must include a slow pace, decided upon by the traveller, creating a contrast to busy and stressful everyday life in western societies. The current slow travel concept is used as an antecedent to this research, for the sake of exploration of time perspectives and the value of time in tourism.

This research will focus on people who consider themselves slow travellers, and people who according to the literature would be considered slow travellers. This type of tourists is especially interesting, as they seem to have a unique perspective on time during travel, in that they purposely seek out a pace which is relaxing, perhaps contrasting the pace of their home environment. The drivers behind the slow travel phenomenon are under-researched to date, and it is the intention of the researcher to clarify the role of time perspectives in driving the increase in popularity of such travel forms and identify if there are alternative key drivers.

Taking one step back from the literature, the researcher is employing a grounded theory approach to further explore the slow travel phenomenon. Seeing as researchers to date have struggled to verify their hypotheses, it is deemed the most appropriate method for forming a theory on the topic. Two stages of data collection have been completed, including analysis of blogs, and participant observation and interviews at a cycle holiday organised by a tour operator.

Blogs of people who consider themselves slow travellers were sought out for inclusion in the sample. Results from the blog analysis shows that the bloggers are not concerned with their travel mode, frequency, duration or environmental impact, as has been the focus of researchers to date. Their main motivations include personal growth, and temporal integration in the society they are visiting. Time becomes very central to the experience, as the more time they have for exploration and becoming familiar with their destination, the higher value they place on the experience. For those who have less time to travel, time is of even higher value, as they strive to savour every moment of their trip.

Currently the results from the cycle trip are being analysed, and preliminary results show that the focus on actual pace and travel mode is quite inappropriate for shaping the definition of slow travel. This presentation will focus on the value of time and the experience in slow travel.

The effect of cultural values and travel motives in lifestyle segmentation of tourist

Nina Marianne Iversen, Leif Egil Hem

The increasing globalization of markets and the criticality of reaching the right lifestyle segments make the relationship between personal motives and cultural values an important area for academic research and managerial practice. The authors seek to provide an understanding of this relationship in a tourism context, specifically in terms of the links between travel motivations and a set of cultural values - materialism, uncertainty avoidance, horizontal and vertical individualism, and horizontal and vertical collectivism. The study examined whether the importance ratings of cultural values differ across segments of tourists grouped on the basis of their travel motives. An Internet survey was used and the sample included 1546 potential tourists to Fjord Norway. We conducted a clustering technique to group respondents according to travel motives and cultural values. Results showed that travel motives and cultural values can serve as discriminators between lifestyle segments. The three motive segments were the nature and novelty, the status, and the relaxation segment. The segments evaluate the destination differently and vary in behavioral intentions.

Tourism destination satisfaction: the relative importance of firm and attribute level satisfaction

Marit Gundersen Engeset, Jan Velvin

Background: Tourist destinations and tourism companies' focus on their guests' satisfaction. Managers are concerned with both ensuring that their guests are satisfied and that this satisfaction results in increased spending repurchase behavior and positive word of mouth referrals (Mittal, Katrichis, and Kumar 2001; Oliver 1993). In order for a tourism destination to enjoy repeat visits and positive word, their guests must be satisfied with the experience. There is a need for knowledge about how different aspects of tourists' experiences at a destination relate to overall satisfaction with the destination as a whole. Such knowledge will enable tourism destinations to focus on improving aspects that have more weight in the formation of overall satisfaction.

Theoretical perspective: Satisfaction literature has focused on the relationship between satisfaction with different aspects of an experience and overall satisfaction (Mittal et al. 2001; Mittal et al., 1999). The tourism experience have least two dimensions (Quan & Wang, 2004): Top experiences – reflecting the underlying motivation or drive to seek the particular experience (i.e., in the case of winter sport destinations – the ski-hill and related products), and (2) support experiences – reflecting the fundamental needs while travelling (i.e., bed, transport). Tourist satisfaction depends on gained experiences tied to both top and support experiences. Further, different aspects of the tourism product give raise to tourists' satisfaction. Following Grönroos (1984) these aspects can be related to the physical product as well as to the manner in which the product is delivered – i.e., the

service. The objective of our research is to identify the relative importance of different aspects relating to both firms that fall into the categories of top and support experiences, and attributes relating to both service and physical aspects of the product for overall satisfaction and repurchase intentions at the firm and destination level.

Data and results: Data from more than 4000 tourists visiting the winter resort destination Hemsedal in Norway over three seasons are used to test the relationships between attribute satisfaction, firm satisfaction, and destination satisfaction. Results suggest that in terms of top/support experiences, consumers place far more weight on their satisfaction with products representing top experiences than satisfaction with support experiences when they form overall satisfaction and behavioral intentions at the destination level. Further, satisfaction service aspects have stronger impact than physical aspects on overall satisfaction at both destination and firm level. Managerial implications and directions for future research are discussed.

Value co-creation in tourism experiences

Eva Maria Jernsand, Helena Kraff

The value of tourism from a consumer perspective occurs when the tourist interacts with people, objects, and surroundings before, during and after an experience. However these encounters are not only important for the tourist's value of the experience but it also creates value for the service provider, other tourists, local residents and the destination as a whole. The value occurs in the co-creation, and an understanding of this co-creation of value is a key issue in order to develop theory on tourism experiences.

The paper presents an example of how a conceptual grid proposed by Eide and Mossberg (2013) can be used to understand co-creation of value in tourism by referring to a case of destination development in Dunga beach, Kisumu, Kenya. The purpose is to understand different degrees of co-creation in tourism offerings and to give implications for how the grid can be used as a base for developing co-created experiences.

The main implications are that the grid visualises the performance of tourism offerings in both a holistic and particular way. By these visualisations it is possible to study and analyse the present state of the tourist offerings as well as to elaborate on movements in the grid to enhance idea generation, which may result in new or improved co-created experiences. Using different types of interactions in the grids reveals for example that the roles of the guides are closely related to and differ depending on the degree of co-creation. In a fully co-created experience, the guides' roles are not only facilitators but as friends on an equal level of knowledge and performance. It also exposes that tourists' interactions with residents are important for mutual understanding, not least in developing countries such as Kenya, where it is seen as important to include local residents in tourism development, from planning to implementation.

What is this relationship worth? Gift-giving and emotional work in the hospitality business

Erika Andersson Cederholm

Service interactions have an important role in the development of new forms of intimate relationships, such as “commercial friendships”. This is particularly pertinent in the small scale commercial home, such as Bed & Breakfast and other forms of homestays, where the home is the workplace and a sense of togetherness between hosts and guests is regarded as an experience value and attraction on its own terms. The aim of this paper is to analyse the emotional work in small rural businesses in the tourism and hospitality industry. More specifically, the paper discusses how narratives of closeness and distance may act as a means to sustain ambiguity or tension between gift-giving and selling, and between emotional and economic values. The study comprises ethnographic interviews with owners of small rural businesses in the tourism and hospitality industry, as well as observations and document analysis of the business websites. The paper focuses on the narrative practices of ambiguity work, where the commercial home entrepreneurs are balancing the professional and the personal and thus retain a tension between closeness and distance between hosts and guests. The paper adopts an interactionist perspective, drawing on two strands of literature; emotional work and the notion of valuation processes employed in economic sociology. It is argued that the notion of sociological ambivalence, and more particularly the notion of ambiguity work, may enhance an understanding of emotional work among self-employed hospitality workers. It is further argued that the demarcation of the commercial home as a zone of ambivalence is crucial in order to socially construct the notion of togetherness as a marketized experience value.

Values In Business I

Value co-creation modelling for big data analytics – the destination management information system Åre

Matthias Fuchs, Tatiana Chekalina, Wolfram Höpken, Maria Lexhagen

The paper presents a knowledge infrastructure which has recently been implemented as genuine novelty at the leading Swedish tourism destination Åre. By applying a Business Intelligence (BI) approach, the Destination Management Information System Åre (DMIS-Åre) drives knowledge creation as a precondition for organizational learning at tourism destinations. After introducing the concept of the ‘*Knowledge Destination*’, the paper describes major elements of the BI-based knowledge infrastructure, such as data warehousing, knowledge generation through Data Mining and Online Analytical Processing (OLAP), as well as the visualization of data and data mining models in the DMIS cockpit.

The customer-based brand equity concept applied in a tourism destination context serves as the theoretical base of the underlying data model: by taking into account a value-co-creation approach, the model consists of the customers' evaluation of the destination promise in terms of transforming tangible, intangible and social destination resources into tourists' value-in-use. Moreover, destination brand awareness is assumed to affect the customers' evaluation of the destination promise, which, in turn, determines tourists' behavioural intentions towards the destination. By implementing a web-based survey and using a linear structural equation modelling approach, the model is empirically tested for the Swedish ski destination Åre.

Results show, for instance, the significant contribution of customer benefits and value for money to create destination loyalty. After having discussed the development and validation process of survey items measuring customer experience, the paper highlights how DMIS-Åre can be used by tourism managers to gain new knowledge related to customers' value-co-creation processes at the destination Åre. First of all, it is shown how a personalized DMIS dashboard summarizes useful survey information, such as customers' use of booking channels and guest profiles, such as demographics, travel group, travel mode, sending country, etc. Secondly, customers' feedback data reflecting perceived destination brand awareness, satisfaction with winter sport services (i.e. skiing and non-skiing activities), destination features and services, and destination loyalty is visualized and can be grouped by managers through OLAP functionalities by various dimensions, such as customers' profile and trip behavior.

Finally, by applying Data Mining-based methods (i.e. machine learning) the drivers behind overall destination satisfaction and guest loyalty can be empirically identified. The paper demonstrates that by monitoring unique destination and tourist-specific experience dimensions, destination management can control both the value-in-use for customers and customer loyalty, thereby upgrade and evaluate its marketing strategy, and, finally, discover innovation potentials for highly experiential tourism products. After a concluding discussion of major components building the prototypically implemented BI-based DMIS infrastructure, the agenda of future research is sketched. The latter comprises the application of real-time Business Intelligence to gain real-time knowledge on tourists' on-site behavior at tourism destinations.

Explaining performance in hotel and restaurant businesses

Jie Zhang, Astrid E. Enemark

The purpose of the paper is to investigate performance in hotel and restaurant businesses in Denmark. The analysis places a special emphasis on factors that influence business performance. We explore the factors from both internal business factors, such as investment and profits of businesses, as well as the level of employee's education; and external factors, such as productivity of hotels and restaurants in the municipality where the businesses are situated, and demand side factors such as tourism demand for hotels and restaurants. A location factor and factor for business agglomeration are also taken into consideration.

The data applied for this analysis is the business registered database from Statistics Denmark. There are approximately 13,000 hotels and similar businesses and 102,000 restaurants, café and similar businesses in the database. This database is merged with personal registered data where the employed persons at businesses are included. The external variables are obtained from regional production accounts and regional tourism satellite accounts.

We test our hypotheses with an econometric model on the basis of micro business data. Preliminary results show that performance in hotels and restaurants is positively related with profits, level of investment of businesses, productivity of hotels and restaurants in their regions and concentration of businesses. It is found that professional education, for example, as a cook has a positive impact on the performance in restaurant businesses. A higher level of education in hotel businesses also has impacts on the performance. Demand from tourists plays a role in the business performance. It is found that the more tourism expenditures at hotels and restaurants in the municipalities, the better they perform. The location factor tells us that the hotels and restaurants situated in the city centres perform better than those located elsewhere. Furthermore it seems the businesses have difficulty in performing well when located in the peripheral regions.

The contribution of this article to the scientific research is that we apply micro business data within hotel and restaurant branches to explore the business performance in tourism industry. There is not much research so far that applies both micro business data and personal registered data for analysing in hotel and restaurant businesses. It has also allowed us to compare the performance between hotel businesses and restaurant businesses. The potential implication of this research is to understand the relationship between the business performance and a series of factors, eventually help tourism businesses to improve their management.

How science and technology affect business innovations in tourism

Anne-Mette Hjalager

This paper attempts to expand the comprehension of important driving forces in the development of tourism. The aim is to map and categorize innovations that basically happened outside the tourist sector in science and technology more generally, but nevertheless had decisive impacts in tourism. Accordingly, it addresses the derived developments that take place in tourism as a consequence of scientific, technological, institutional and other innovations outside the tourism sector. The paper recognizes that material and immaterial values are created in other sectors, and disseminated to tourism businesses.

The paper is a contribution to tourism history, and goes back more than a century. The trickling down depends on institutional changes and absorptive capacity in the tourism sector. The impacts contribute mainly to the social and physical efficacy of tourists, including reduction of risks and improved mobility and accessibility. Innovations also lay the ground for entirely new touristic experiences. Numerous innovations are

implemented to increase the productivity and performance of tourism enterprises. The paper provides examples of innovations that led to the opening of new destinations. Institutional and informational innovations proliferated into critical modernization. A deeper comprehension of dissemination patterns can be useful towards future tourism innovation policies.

Why do some innovations affect tourism rapidly and substantially, while others stagger for a long time before they are exploited in a tourism context? The diffusion of innovation implies organizational, cognitive and institutional boundary crossing, through more or less permeable boundaries and with more or less rigid gatekeepers. The paper discusses the possibilities to understand the diffusion of science through theories of boundary-spanning.

Measuring the impact of a performance benchmarking system on hotel labour productivity

Sigbjørn Tveteraas, Ragnar Tveterås, Helge Jørgensen

Rising labour costs make it increasingly challenging for hotels in Norway to be profitable. Simultaneously, hotel room capacity is rapidly expanding in several Norwegian cities and will likely reduce hotel room prices. These trends will pressure profit margins and make it more difficult to operate without losses in the medium to long term unless hotels find new ways to improve profitability. One area that can contribute to improve profitability is enhancement of labour productivity. This area has received limited attention in hospitality research and in the hotel industry practice.

However, in a more recent study by Kimes (2011) leaders in the hotel industry respond that they expect focus to shift from revenue per available room (REVPAR) to gross operating profits (GOPPAR) as the key performance measure. If this is true, then it reflects a change from the traditionally marketing-oriented perspective in the hotel industry to a more equal emphasis on the productivity and cost side of the profit equation. Baker and Riley (1994) pointed out the importance for productivity of scaling labour use according to demand levels since storage of hotel rooms is not feasible. This implies some level of intergration or coordination of sales (marketing) and operations functions.

In this study we use daily data from over fifty hotels in a leading Norwegian hotel chain to estimate an econometric stochastic frontier model of labour productivity. In particular, we are interested investigating whether hotels' use of Performance Management Intelligence (PMI) software package, a performance benchmarking system, lead to higher productivity. The information from the system is supposed to make it easier to match sales forecast with labour needs and thereby facilitate improved planning of staffing. Hence, the main hypothesis is that higher frequency use of the performance measurement system's forecasting and benchmarking capabilities increases labour efficiency. The data is organized as an unbalanced panel data with daily data spanning from 2003 to 2014. We are able to rank the 50+ hotels according to level of efficiency in labour use. Furthermore, our results indicate a statistically significant productivity improvement based on higher frequency use of the performance benchmarking system PMI.

Multiple nationalism and South Korean war memorial museum

Young-Sook Lee

Museums and their contents, used as a strategic instrument by political powers of a country, often promote nationalism. War Memorial of Korea is one of the latest venues to nurture and promote right wing nationalism in the South Korean society as suggested by research in political sciences. This paper aims to a) uncover the elements of nationalism expressed in the exhibitions on Korean War at War Memorial of Korea; and b) locate this form of nationalism among other forms within the society and draw implications for visitor satisfaction. Drawn from social science disciplines, multiple and different nationalisms is the theoretical underpinning of this study. Based on the contents of the exhibitions, an in-depth interview with the museum manager and memos left by the visitors in the guestbook, this paper identifies two facets of nationalism in the exhibitions. Locating this form of nationalism among others in the society, this paper argues that this form of nationalism is an expression of statism and has been the ideological basis for the secure nation building drives until 1989. This identified nationalism demonstrates a unique position that the South Korean government experiences compared to its neighboring country China.

In China, diversity of its nationals poses challenges in their expressions of consolidated nationalism. A strategy employed by the Chinese government is resorting to patriotism-like nationalism in its effort to legitimise the power of the government. What is witnessed in South Korea in its expression of nationalism is the dilemma owing to the society's monolithic race, history and cultural background but different political ideologies. The nationalism promoted by the South Korean government, somehow, needed to illegitimise the same race, history and cultured North that was established on communist ideology. The strategy taken up by the dominant South Korean society until 1989 is anti-communist and pro-America statism expressed as right wing nationalism. Since 1989, however, the South Korean society saw different forms of nationalism springing up, demonstrating multiple nationalism phenomena in the East Asian society. This paper suggests that nationalism expressed in museums should not be viewed homogeneously and multiple facets need recognized in researching tourism practices. Tourism marketers and planners are recommend to use the concept of multiple nationalism in tourist establishments, because the overall tourist experiences can be managed effectively with a specific market-focused approach.

The innovation journey of new-to-tourism entrepreneurs

Isabel Rodriguez Sanchez, Matilde Brotons, Allan Williams

The role of entrepreneurs as innovators and agents of change in tourism is still a neglected topic within the emergent research agenda of tourism innovation studies. The process of innovation has often been referred to as a "black box" and the studies of tourism innovation have mainly focused attention on the input (knowledge, capital etc.) and output of the process (nature and types of innovation, impact on performance etc.). This paper focuses on the entrepreneur, the key actor in the innovation process which is

conceived as different stages of a journey that begins from idea generation and ends with its implementation, with varying degrees of success or failure. Tourism researchers have demonstrated the considerable diversity amongst tourism entrepreneurs, but that research has focused more on their motivations and resources than their role in innovation. One especially neglected strand of entrepreneurship is those who are new-to-tourism. Consequently, this study has two aims. First, it explores the characteristics and motivations of a sample of mainly new- to- tourism entrepreneurs. What motivates these entrepreneurs to invest in tourism and what distinctive knowledge and experiences to they bring to tourism innovation?. It also emphasizes the relational nature of innovation, for innovation is not the outcome of heroic individualism, but is a social and interactive process involving individuals with diverse talents and skills. Second, the study also aims to understand the complexity of the innovation process or journey, the barriers encountered at different stages, and how these are overcome.

The two-step research method is based on a sample of entrepreneurs participating in a public programme in Spain, the Emprendetur Programme, which provides subsidized loans to fund entrepreneurs with innovative tourism projects. First, the preliminary stop is to identify the entrepreneurs' professional profiles and careers, using business networks such as LinkedIn, with data being corroborated by the entrepreneurs themselves through Skype video interviews. Secondly, semi structured interviews will provide opportunities for the entrepreneurs to narrate the stories of their innovation journeys, and reconstruct the challenges encountered at each decisive stage, and how these were overcome.

Innovation has become a policy mantra in recent years, but the process of implementation is populated by diverse groups of entrepreneurs who marshal varied resources in order to overcome a range of internal and external barriers. This study identifies key features of the distinctive non-linear innovation journeys of the enigmatic group of new-to-tourism entrepreneurs. These demonstrate not only the importance of their distinctive human capital, but also how this is valorized through complex interactions with other individuals and agencies with complementary resources, which collectively constitute an innovation ecosystem.

Value Chains And Networks

Destination development in the Botnia-Atlantica region: same, same and different

Kajsa Grandics Åberg, Kritina Svells

During the last twenty years, tourism has been promoted as a way to sustain economic activities in peripheral areas such as all three parts of the Botnia-Atlantica region included in this study: the counties of Nordland in Norway, Västerbotten in Sweden and Österbotten in Finland.

The regional government has left its former identity of control and command behind and entered the stage of destination development as an actor alongside the private sector. The underlying view on tourism is that it is a dirigible and definable commercial activity whose development must be supervised and regulated in order for the expected gains to be reaped and risks to be avoided. However, research claim there are complexities within the business of tourism that make it different from other industries previously pointed out as a tools for regional development. On the pro-side of this is the aspect that tourism is an industry which may be based on natural resources not in need of large economic investments to be refined into commodities and labor-intensive. The cons are much linked to the multi-faceted nature of the tourism product and its producers. Prior research on destination development has presented the community approach, where tourism is an integrated part of the local community, as opposed to the corporate approach where the development is being led by one strong commercial actor (Flagestad & Hope, 2001). The former emphasizes the view on destination development as collaboration in need of mediators bridging gaps between actors (Murphy & Murphy, 2004).

This paper presents a study focusing on the multi-actor nature of the producer-side of tourism and its relation to regional development. The material was collected through interviews with stakeholders from public as well as private sector of the three case areas. One of the key aspects of the many models and strategies aimed at creating planned, touristic development is the relation between the involved actors: Who is to hold the decisive power and who is given possibilities to influence on the setting of strategies? Aspects of trust and partnership (e.g. Glasbergen, 2011) are scrutinized, pronouncing the differences in local understanding and performance of hierarchy and collaboration. The result shows disparities between the different case areas, in fact the difference was so striking that the original comparative research approach had to be revised. Beside the factual differences between the regions, this study evokes questions for further research concerning the use of "best practice" and normative models.

Tourism actors' social representations of collaborations in Idre, Sweden: a cognitive mapping method

Ioanna Farsari

The aim of the research is to examine tourism actors' perceptions of collaborations in Idre, Sweden, and reveal differences and similarities in the way that individual actors value the outcomes of collaborations, in what they consider as important in collaborations and how collaborations in the area take place. This is examined with cognitive mapping taking a social representations theory approach.

Social representations developed by Moscovichi are about a cognitive system at the social level allowing the members of a community to share a common understanding of things communicate and act cohesively (Nicolini 1999). Social representations in tourism have been used so far mainly in examining attitudes of host communities towards tourism. Social representations in the study of tourism place emphasis on the social construction of tourism allowing more power to the members of the community and thus enabling

sustainable development (Moscardo, 2011).

Cognitive mapping offers a method to elicit and analyse perceptions an individual holds about a particular domain. Comparisons between cognitive maps can reveal similarities and differences in the way the domain under investigation is constructed and understood while the analysis of the cognitive maps can reveal values and central constructs in individual cognition. These characteristics make cognitive maps particularly attractive in examining social representations. Surprisingly however, hardly any study has attempted to do so.

Using a key informants sampling technique together with snowballing, the study identified eight tourism actors in the area covering several types of tourism stakeholders. A cognitive mapping method based on SODA (Eden and Ackermann, 2001; Farsari, Butler and Szivas, 2010) approach using semi-structured interviews was used to study perceptions of tourism actors in Idre, Sweden, about collaborations. Data were analysed using Decision Explorer's analytical tools. Value, hieset, potency, domain, centrality and cluster analysis were used to analyse cognitive maps and reveal goals, key issues and clusters in the perceptions of tourism stakeholders about collaborations in Idre. Consequently, the individual maps were compared against these findings to reveal similarities and differences in the perceptions of tourism actors.

This is still a work in progress. Results are expected to reveal key issues in collaborations between tourism actors in Idre, as well as similarities and differences in the way actors construct their perceptions of collaborations. This comparison will allow revealing well established notions in collaborations in the area as well as differences and gaps that might hinder them. Results are discussed in light of representations theory to highlight whether there is some consensus in the understanding of collaborations in the area.

Practical implications include the identification of important aspects in actors' collaborations. In this way collaborations might be strengthened enhancing sustainable tourism development in the area. Theoretical contribution of the research emanates from the studying of social representations in collaborations and moreover using a cognitive mapping method. Hardly any study has used cognitive mapping to examine social representations. This research aims at exploring the use of a specific cognitive mapping method to this direction and thus potentially offer the ground for more research in the area. Very importantly, with this method, findings are not only based on the content but also on the way actors structure their perceptions allowing a more thorough understanding and studying of them.

Valuing innovation in destination networks

Håvard Ness

I explore how administered networks enhance individual firm and destination level innovation in tourism networks. The findings suggest that network characteristics matters, and that *meeting places* between firms are important for both firm and destination level innovation.

Tourism destinations might be defined as "a geographical, economic, and social unit consisting of all those firms, organizations, activities, areas and installations which are intended to serve the specific needs" of the tourist (Flagestad & Hope, 2001, p. 449). Thus, tourism destinations are co-producing networks where individual tourism firms are interdependent on other firms as they only provide a (small) part of the visitors' experience (Buhalis, 2000; Murphy, Pritchard & Smith, 2000). Furthermore, destinations are themselves part of regions, where different destinations also might complement each other in providing tourists with a total experience. Thus, it becomes important to understand how networks can (to some extent) be administered to enhance destination network innovation (Novelli, Schmitz & Spencer, 2006; Saxena & Ilbery, 2008; Scott, Cooper & Baggio, 2008).

Innovation is explored from the perspectives of networks and absorptive capacity (ACAP; Cohen & Levinthal, 1990; Zahra and George, 2002). Absorptive capacity is defined as "a set of organizational routines and processes by which firms acquire, assimilate, transform, and exploit knowledge" (Zahra & George, 2002, p. 186). The ACAP perspective has been applied to different levels of analysis (Zahra & George, 2002), and has been argued to be a particular useful perspective in a tourism network context (Shaw & Williams, 2009). Networks might be defined as "a set of nodes and the set of ties representing some relationship, or lack of relationship, between the nodes" (Brass, Galaskiewicz, Greve & Tsai, 2004, p. 795). A core argument in network theory is that ties (ie. relationships) between firms function as information conduits, and research has shown that network ties speed up learning, innovation and spread of efficient business practices. However, *administered networks*, defined as networks that are partly managed by some form of "hub" or coordinating organizational unit, provide additional opportunities for *organized* information and knowledge sharing that might spur innovation. Thus, the paper address how tourism destination network innovation depends on information and knowledge flows between firms, and how administered networks offer a particular opportunity for establishing different kinds of knowledge-enhancing contexts (Von Krogh, Ichijo & Nonaka, 2000), or meeting places, for firms to interact.

To explore these issues, a single embedded case study was conducted. The findings suggest that the relational characteristics of the network matters, and that organized arenas for interaction and knowledge-sharing have a powerful potential for enhancing innovation both in individual firms and particularly at the network level. Furthermore, the findings suggest that actors from different institutional contexts, as well as rich variation in knowledge-enhancing contexts, are important and that positive complementarities between different actors and knowledge-enhancing contexts exist. Finally, the findings suggest strong interdependencies between the learning levels.

Exploring Nordic ways of tourism cooperation around canals, rivers and in land water areas

Anna Karin Olsson

There is an increasing interest for exploring and /re/development of water and waterways sites with surrounding areas used for leisure, recreation and tourism (see e.g. Erfurt-Cooper, 2009; Jennings, 2007). Water has always had great impact on human life and the development of cities and regions. Marine (ocean) and coastal tourism is a very fast growing area within contemporary tourism (Hall, 2001) hence there is also an increasing interest for inland water areas such as lakes, rivers and canals as valuable resources for destination development (Hall and Härkönen, 2006; Prideaux, Timothy and Cooper, 2009). Lakes, rivers, canals and other water areas are used as vital key elements in destination marketing (Hall and Härkönen, 2006). Many destinations encourage development of waterfront festivals and events as well as other activities both water-based and land-based (Erfurt-Cooper, 2009).

Competition among destinations has increased and so has the need for well-coordinated tourism offerings. Calls have been made for tourism offerings that contribute to overall destination development (Morgan, Pritchard and Piggott, 2003). At many destinations and events cooperation and creation of value is based on cooperation and the ability to organizing between organizations since a large number of various stakeholders from private, public and voluntary sectors often interact (see e.g. Garrod, Fyall, Leask and Reid, 2012; Getz, Andersson and Larson, 2007). Earlier tourism studies show that coordination of networks are crucial since successful destinations are based on interrelated stakeholders that understand the concept of the destination and are committed to cooperate by knotting together the different offerings into holistic experience to visitors and local residents (see Bornhorst, Ritchie and Sheehan, 2010; Morgan, Elbe and Curiel, 2009; Swarbrooke, 2001). Water and waterway sites may hence be of value in developing destinations and destination marketing although water may also act as divides based on geographical, political or cultural boundaries. Despite the increasing interest there is limited tourism research on canals, rivers and in-land water areas (see e.g. Hall and Härkönen, 2006; Prideaux et al. 2009; Tang and Jang, 2010).

The present study reports on work in progress. The aim is to provide an explorative Nordic study on tourism cooperation and destination development around canals, rivers and in-land water areas. The paper is based on selected Nordic cases and focus on identifying stakeholders and networks that are involved in cooperation and creation of tourism offerings. Their ways of cooperation, views of cooperation and challenges faced are studied.

This study takes its point of departure in a marketing approach. A combination of existing theories and research on tourism experiences, stakeholder theory and destination development and marketing is applied.

The data collection includes a combination of different methods: interviews with main stakeholders, collection of existing documents related to the selected regions, and

observations.

The study is ongoing but so far several stakeholders are interviewed and their insights are gained. Potential findings point out the importance and value of co-ordination of tourism offerings and creation of lasting networks although also obstacles to involvement and management of destination stakeholders with mixed visions for preservation of cultural heritage versus exploration and creation of water-based tourism experiences (c.f. Conzen and Wulfestieg, 2001; Donohoe, 2012, Tang and Jang, 2010, Vanhove, 2002).

The NGO-tourism nexus – mapping the ‘doings’ of the NGOization of tourism and touristification of NGOs in La Antigua Guatemala

Sarah Becklake

This paper starts with the argument that there is a growing NGO-tourism nexus. NGOs are increasingly influencing tourism discourses and practices. Through campaigning NGOs are (in)forming debates and directions in tourism development (Barnett 2008; Butcher 2007) and through promoting certain forms of tourism (e.g. volunteer tourism) and places, they are influencing tourists’ desires and touring practices (Kennedy and Dornan 2009; Keese 2011; Mostafanezhad 2013). NGOs are also increasingly orienting themselves towards tourism. They are enrolled in tourism development projects and/or using tourism as a key strategy to sustain their own projects (Butcher 2003/2007) and, as studies of development, volunteer, and slum tourism have shown, some NGOs are becoming ‘destinations’ in their own right (see Freire-Medeiros 2013; Frenzel et al. 2012; Salazar 2004; Spencer 2010). Following these insights, we can speak of the NGOization of tourism and the touristification of NGOs. This paper maps the NGO-Tourism Nexus and its wider ‘doings’ in one particular place: Guatemala. Based on five months of ethnographic research in the small touristic town of La Antigua Guatemala (Antigua for short), it highlights the pivotal entanglement of NGOs in the Antigüeñan tourism economy. Antigua NGOs are increasingly engaging with and linking to tourism as a means of attracting compassion and funds. In so doing they tell NGO stories of poverty to tourists; they provide touristic services, such as facilitating and hosting volunteer tourists and offering slum tours; and, they are opening ‘profit for non-profit’ tourism businesses, such as NGO-run Spanish schools, hotels, and restaurants. While much could be said about these different NGO touristic practices, in this presentation I focus on how they are helping to (re)create ‘destino Guatemala’ more broadly as a popular ‘development tourism destination’ and how they are opening up new lines of emplaced competition between ‘(im)moral tourism economies’. Following, it is argued that the NGO-Tourism Nexus in Antigua is helping to (re)configure Guatemala’s position on the ‘global tourism stage’, whereby poverty and need and the opportunity ‘to help’ have become one of its key ‘tourism exports’.

Value Of Tourism For Sustainable Development I.

Conservation and tourism: A comparative analysis of protected area policy and planning in Norway and New Zealand.

James Higham, Jan Vidar Haukeland, Debbie Hopkins, Kreg Lindberg, Odd Inge Vistad

This paper reports one part of a research project titled '*Prospects for Managing Tourism Development in Protected Areas in a Period of Transition*'. The research addresses the potential for fostering nature-based tourism and recreation in association with Norwegian national parks. Today protected areas represent 17% of the Norwegian mainland. With a focus on nature protection in recent years, little management attention has been given to the potential for nature-based tourism, although in the last decade political signals at the national level have indicated growing support for tourism development in association with the national parks.

The management of the natural resource base in Norway, both within and outside protected areas, has historically been founded on the general principle of 'common access' (*allemannsretten*), on which Norway's Outdoor Recreation Act (*Friluftsloven*) is based (Miljøverndepartementet 2007). This allows for unrestricted foot access to all in wilderness areas (areas which are not regarded as cultivated) such as national parks. The principles of the *allemannsrett* are the foundation for mostly self-organised independent outdoor activities with a tradition of limited facility development and commercial activities in its national parks (Haukeland & Lindberg, 2001). Existing national park management plans document management rules and regulations for use of the parks. The majority of existing national park management plans make little or no reference to tourism, recreation and economic development (Heiberg, Hagen & Christensen 2006) or to visitor strategies (Haukeland 2011).

This paper positions Norwegian protected area policies with regard to tourism and recreation in the international context. New Zealand provides a comparative case that is unique in the longstanding and formalized relationship between tourism/recreation and conservation management. New Zealand's *Conservation Act 1987* formalizes a long-standing association between nature conservation and tourism. It requires the Department of Conservation to foster tourism and recreational use of heritage resources (Cahn & Cahn 1989) "*so far as it is consistent with the conservation of natural and cultural heritage values*" (Conservation Act 1987). A major restructure of the Department of Conservation in 2013 has significantly shifted the government department further in the direction of public and business partnerships for conservation management, recreation and tourism¹.

Adopting an exploratory qualitative methodology expert interviews were conducted in New Zealand (March/April 2013) with senior Department of Conservation staff across the three-tier governmental department structure; central (national), regional, and district offices. The blinded interpretation of interview transcripts revealed five key themes in current New Zealand conservation management policy and practice; Philosophical

transitions, liberal conservation, recreational transitions, public ownership and engagement, and trust. These themes are presented and discussed in relation to New Zealand 'conservation and use' dual mandate. Guided by lesson-drawing theory (Rose, 1991), we present comparisons with current Norwegian national park management practices before drawing conclusions.

¹ DOC's Statement of Intent 2013-2017 highlights the strategic development of conservation partnerships with tangata whenua (indigenous people); landowners; regional and local government; businesses; science providers; recreation, outdoor and conservation organisations; philanthropists; and community groups.

Values of tourism destinations “in the middle of nowhere”

Maria Hakkarainen, Sanna Kyyrä

In this presentation we discuss tourism numerical indicators, especially related to growth and progressive development, and their connections to the value discussions in regional development.

Nowadays, responsibility is one of the main values of our society in which the aims of responsible tourism is to create better places for people to live and to visit. Society as a whole can be presented through five dimensions of responsibility: social, cultural, economic, ecologic and political. In this case study, we examine the values of tourism in a Nordic destination by focusing on the economic, social and cultural aspects of responsibility or responsible tourism. We illustrate the discussions on the values of tourism by using Salla, a remote tourism destination situated in Finnish Lapland closed to the Russian border. Our starting point in our research is the recently calculated economic impact of tourism to the regional direct tourism income, employment and tax revenue in Lapland. These numbers are usually presented to describe the growth of tourism. Our aim, however, is to look beyond the numbers to illustrate what the numbers represent - or fail to represent - in relation to the economic, social and cultural aspect of responsible tourism.

The case study is a research strategy with a thick description of a research object with versatile data and aiming to answer the questions of how and why. The analytical transfer of theoretical propositions to other objects or phenomena integrates findings with existent literature and describes how related objects are similar. The general problem can be seen as local by contextualizing it to a certain time, place and community. In our research, the empirical data consists of regional tourism strategies, municipal policy documents, previous tourism researches done in the region, and some thematic interviews.

Tourism entrepreneurs in Salla are well organized, the municipality of Salla invests and supports the industry and different stakeholders in the region are active and innovative in regional tourism development. Salla is also an active stakeholder in the different

discussions about the promotion of Russian tourism in Finland and the reduction of border regulations (e.g. visa freedom). There are several reasons which show that there are many other values than progressive and expansive tourism development in Salla. Salla has chosen merely value based approach instead of progressive growth. The municipality of Salla has put into practice a very unique development strategy for developing and promoting Salla as a tourism destination. The destination has, for instance, been very successful in turning challenges such as remoteness and seasonability into opportunities. Salla's slogan "in the middle of nowhere" and the commercialization of off-season time periods – e.g. Salla's event "nothings happens week" – are good examples of Salla's development strategy.

Sustainable food systems, impacts of tourism on local value creation

Jan Henrik Nilsson, Stefan Gössling, Ann-Christin Andersson

The relationship between sustainability and food has attracted considerable attention in various research fields during the latest decades. It highlights the fact that food supply is one of the major functions of the society and economy. The food system reaches all the way from agriculture to the plates, and it is related to governance and policy, health, animal welfare, bio-security, etc. (Marsden & Morley, 2014). The impact on climate change from food production and distribution has also been discussed lately (Björklund, Holmgren & Johansson, 2009). Production of ecological food can be viewed as one way of improving the food system in relation to sustainability. However, ecological production often needs to be more expensive than conventional large scale farming. Tourism and hospitality could be seen as a way of bringing high end, ecological goods to the market, as parts of local food networks or gastronomic promotion (Hall & Gössling, 2013). There are however a number of issues in managing and marketing sustainable food systems concerning regulations, knowledge, culture and relations which make these systems highly complex. Tourism and hospitality are parts of this.

This presentation reports the findings of a qualitative study of actors within sustainable food systems in Småland, Southern Sweden. In all, 50 semi-structured qualitative interviews were conducted during spring and summer of 2013: 20 with ecological farmers and/or producers; 20 with chefs in certified restaurants; and 10 with special interest consumers. The study explores the respondents' practices, perceptions and attitudes in relation to eating, cooking, buying, producing, distributing and serving food, especially in relation to local food resources and sustainability.

The main research issue concerns the relation between these three categories of actors and how their relations have impact on the functions of local and regional sustainable food systems. Distribution of ecological food, often in small batches, from farmers to consumers, at home or as restaurant guest, is one of the most difficult questions. Large commercial systems are not adjusted to small scale farming with irregular supply.

Irregularity was together with weak knowledge levels in restaurants found to be major problems in the relation between farmers and restaurant managers. Instead, personal relations based on friendship and trust often made delivery chains work despite “business logic”. Consumers had in many cases difficulties to find ecological food in their local stores. Instead they often bought their food at farms, meaning they needed to drive to get their sustainable food -almost a contradiction in terms. On the other hand, this emphasizes how dependent ecological farmers often are on people coming to visit them to buy food directly, it cuts distribution costs and improves margins. It was also found that tourism had become a major source of innovation; the local population was often found to be more conservative and less quality conscious than urban people, who are the tourists in Småland.

Islands’ tourism and events as co-designer for sustainability –

Experiences from the North Sea Wadden Region

Han Brezet

The creation and testing of novel sustainable products and services usually takes place in industrial settings and chains or in city related design and service consultancies and living labs. Often, the design for sustainability process is driven by energy and materials impact oriented legislation and under conditions of strong business and market competition, leaving minor space for user oriented experimentation. But, extensive learning and probing are crucial for the eventual success of the proposed novel products and services. (Hellman, 2005; Celik, Joore & Brezet, 2014)

Nature oriented tourism and recreation regions can create relevant and extensive possibilities here for user experiences with sustainable innovations, due to their characteristics, culture and relax potential, enabling a better understanding of user requirements, benefits etc.

Recently, industrial designers and architects have discovered the co-design potential of islands’ tourism and recreation as a significant source of inspiration and learning. The paper describes the experiences of “designers for sustainability” on several touristic North Sea Wadden Islands’ programs and events, from Texel (NL) to Spiekeroog (GE).

The findings of the different co-design projects on the islands will be theoretically positioned and interpreted from the perspective of the “multilevel design” model (Joore & Brezet, 2014) as well as the Ecocosts Value Ratio model for their environmental-economic assessment (Vogtlaender et al, 2013). In addition to popular models such as “multi-governance” and “sustainable transition management”, the focus here will be more on entrepreneurship and tourism’s co-design potential as building blocks for successful sustainable innovation. The empirical cases involved will be amongst others:

- Sustainable Public Lighting System Design (Texel)
- Do-it-yourself Fruit Garden service (Texel)
- Bike Freight Transport – Vrachtfiets (Ameland)

- Local Picnic Set Design (Ameland)
- 3D Biomaterial based Printing (Vlieland Pop Festival)
- Alternative Drinking Water Systems (Vlieland Pop Festival)
- Self Sufficient Energy Pop Podium (Vlieland Pop Festival)
- Sustainable Spa (Spiekeroog)

Resourcifying the unique – Collaborative valuation practices in rural tourism development in Sweden

Manuela Kronen

Rural tourism development is announced to be based on local resources. Still few studies engage in analyzing how nature-, culture, and other values are proactively turned into a resource. The aim of this study is to investigate how unique values are turned into a resource by collaborative valuation practices. The research is based on fieldwork on three Swedish initiatives for rural tourism development called Silenceville, Pathfinder and Evenbetter. The projects are EU co-funded by the LEADER method for rural development. The term LEADER is an acronym for "Liaisons Entre Actions de Développement de l'Économie Rurale" (*Links between the rural economy and development actions*). All three rural tourism initiatives depart from the ambition to identify and apply the unique values of the area as a resource for rural tourism development. My fieldwork investigates how the participants of the projects fill the notion of the unique values with content to the end of tourism development. Unique values is here treated as an empty signifier, meaning an open term that is filled with significance by social interaction. The material for the study is generated in participant observations, qualitative interviews and a collection of printed and digital media. The study indicates that the notion of unique values is relational in the sense that the unique values of one area are valued in comparison to other areas. Yet, a more prevalent creative force in the collaborative valuation practice of resourcification is the collective experiences and memories living in the geographical area that are maintained and revived by social interaction. Resourcification of unique values hence builds on the competences of people in a wide sense. This underlines the importance to appeal to the personal motivation of individuals and to bring competences together in physical meeting places where collaborative valuation is possible. For rural tourism development this indicates the usefulness of a wide range of collective competences for enhancing integrated rural tourism development. In its extension, the collective valuation practices that lead to resourcification may also be an asset for social and economic sustainability of the rural communities, not at least in the aspect of quality of life.

“Deconstructing” Sustainable Tourism (ST) and Community-Based Tourism (CBT): Towards a Robust Framework of Sustainable Community-Based Tourism (SCBT)

Tek B. Dangi, Soyeun Kim, Tazim Jamal

Definitions and descriptions of Sustainable Tourism (ST) and Community Based Tourism (CBT) abound. The United Nations World Tourism Organization (UNWTO), for instance, defines ST as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Bricker & Schultz (2011) offer a useful categorization of four pillars of ST: effective sustainability planning; maximizing social and economic benefits to the local community; and reduction of negative impacts on cultural and environmental heritage. Meanwhile, "Community-Based tourism" (CBT) has gained some prominence, but what does it mean and how does it relate to ST? Ellis and Sheridan (2014) believe CBT applies the objectives of ST "combined with an emphasis on community engagement and development". However, multiple definitions and diverse principles, indicators and criteria in each make the concepts of ST and CBT highly problematic. We argue for the need of a robust framework of "Sustainable Community-Based Tourism" to guide research and practice, and undertake a comprehensive literature analysis as the first step (Stage 1) to explore this claim (thesis). This involves a systematic gathering and compiling of published literature on ST&CBT to identify a relevant "sample" of articles. Within these articles, definitions, principles, criteria and indicators of sustainability from organizations such as UNWTO, GSTC, various certification schemes, academic research, plus other local-global organizations (for profit and not-for-profit) are examined and a proposed framework for Sustainable Community-Based Tourism "SCBT" is forwarded for detailed review.

The SCBT framework developed is explored further (Stage 2) through application to a case study setting of community-based tourism in a sustainability oriented context. Extensive empirical case study research by one of the paper's co-authors in rural community-based Korean agricultural context will be examined using the proposed SCBT framework, and areas of corroboration and differences identified. Korea has made remarkable advances in rural (community-based) tourism, which is often termed as green-tourism and agro-tourism in Korea, rather than sustainable tourism or community-based tourism. In addition, sensitive to the Eurocentrism and modernistic values that imbue western notions of ST and CBT, this stage of the exploratory study will also aim to identify the "ethos" of Korean farmers and communities, what they value and care for in terms of "well-being", of land, community, environment, etc. (what might constitute "sustainable" tourism development and "sustainable" community development in western terms).

The preliminary SCBT framework will be further contemplated in the context of the Korean case study results, which raises challenging ethical and pragmatic questions. Is there a global SCBT framework that can be grounded and justified by a set of universal

ethics (like the "Global Code of Ethics" WTO proposes)? How does such SCBT framework account for, or take into consideration, diverse cultural values, human-environmental relationships (also cultural), participatory and power relations, that vary in places and spaces from the local to the global? This study fills an important gap in research and practice by: (i) addressing important, intangible values and issues (e.g. cultural values) that have been omitted before, and (ii) forwarding a robust framework that bridges ST & CBT incorporating critical elements, values & ethical principles that apply to both.

Value-based Tourism

Conflicts between tourism and power production in Iceland: Discourse analyses on land use and the changing idea of natural resources

Anna Dóra Sæþórsdóttir

Demand for natural resources and energy has increased worldwide and increased pressure on natural areas. Tourism is growing and is one of the sectors that utilise nature and can run into conflicts with other industries that utilise natural resources. In Iceland nature is the most important resource for the tourism industry and the majority of international tourists come there to experience nature, including wilderness. Rapid growth of tourism has raised concerns about maintaining the quality of nature. At the same time plans for more hydro and geothermal power production cause challenges and conflicts as many of the proposed power plants are located in natural areas, some of which are defined as wilderness. The fact that Iceland is an island far away from the European and American continents has so far hindered the direct export of electrical power. However, ideas connecting Iceland's electricity grid with the European grid, via a submarine cable, have now been found to be highly interesting due to global changes in the energy market, higher electricity prices in Europe and increased demand for renewable energy, Europe's "20-20-20" targets have furthermore added to the viability of the cable plan.

Both nature tourism and the power production industry have changed the idea of natural resources, but each one in its own way. As the ideas do not harmonize and both are developing fast conflicts arise. What is a 'natural resource' is defined by society, culture and economy and depends on the stage of technology. This is influenced by international processes, such as technology, production costs, pricing and policies. Worldwide the idea of natural resources is transforming, including how they should be utilized and where utilization is appropriate. The purpose of this presentation is to analyse the development of nature tourism and power production in Iceland, future prospects and the challenges created by the changing idea of natural resources. It furthermore describes the work and political developments that are in process and are intended to solve the challenging conflicts about the use of natural areas in Iceland. Discourse from the political arena, the power production industry, the tourism industry as well as interviews from over 50 Highland travellers will be analyzed with the focus on their different views on what are natural resources and how they should be utilized.

Effects of resource decline and stricter fishing regulations on the behavior of salmon fishing tourists

Stian Stensland

British salmon anglers arriving in the mid-1800s started off modern tourism in Norway. Salmon fishing tourism is economically important for many river valleys and holders of fishing rights as well as a recreational activity for anglers pursuing the "king of fish". Annually around 100.000 people fish in Norway's 400 salmon rivers spending contributing to a turnover of around 1.2 billion NOK in local communities. However, currently worldwide Atlantic salmon stocks are at an all-time low leading to closed rivers, shortened seasons and catch restrictions. From 2010 on 126 Norwegian rivers are closed to fishing, and restrictions are imposed on many rivers. In the same period there has been a decline in number of anglers and an estimated expenditure loss of 250 million NOK per year. The literature indicates that local and visiting (tourist) anglers may adapt to these changes in different ways depending on their place attachment to the specific river in question.

The objective of this study is to investigate to what degree local and visiting salmon anglers fishing the Verdal river of Mid-Norway find other rivers as a substitute following resource decline and stricter fishing regulations. The factors impacting substitution perception are investigated. Implications for tourism are further discussed.

This paper draws on the leisure theory of substitution. In social-psychology a site substitution would occur if the replacement is to be perceived as satisfying one need's and provide similar outcomes as the original site for the activity. Substitution arises from changes/constraints in the recreational landscape through e.g. changing policies (fishing regulations), changing environmental conditions (lower fish runs), costs of fishing/alternatives (money, time, getting to know a place), and change in socio-demographic/life stage (income, education, age, household size).

Data to be collected by a mixed mode (web + postal) survey of anglers fishing the Verdal river at least one of the season after 2009. A comparison of local and tourist angler characteristics and fishing experience use history was done by using t-tests. A multiple regression approach will be used to investigate how place attachment to the Verdal river, fishing experience use history, local vs. tourist angler and other socio-demographic variables impact substitution behavior.

It is known that site substitutions are frequent among anglers, but for anglers having a special psychological or emotional attachment to a site or species there may not be an acceptable substitute. Considerable work remains in understanding the variables affecting anglers' willingness to substitute sites. This study will increase our understanding of variables impacting site substitution, and hence be useful for managers and policy makers working with fishing tourism in particular, but also general nature based tourism development and outdoor recreation.

To Preserve or Enhance Precious Memories: A Segmented Market Analysis

Sharon Chang, Renuka Mahadevan

This study examines the value placed on museums by patrons and non-patrons and investigates the factors that affect this valuation with a view to boost visitorship. The total economic value of Singapore's History Museum at the very least US\$57million and this is high relative to other countries, justifying increased government funding towards preserving and enhancing 'precious memories' as cultural capital. Females and high income people are the target group for increased visitation while among the non-patrons, the ethnic majority is another potential clientele. Somewhat surprising is the finding that neither patrons nor non-patrons see the History Museum as having significant tourist value, and contrary to the prospect theory, there is a preference for enhancing the History Museum's services over keeping the museum. These findings provide some direction for the management of the museum to improve its visitor appeal.

Changing employee roles in the service encounter for tourism Value creation: educational, managerial and organizational

implications

Claire Forder, Flemming Sørensen, Jens Friis Jensen

The topic and objective of the paper is to discuss how different generations of value creation in tourism induce new employee roles, and how this has profound educational, managerial and organisational consequences for tourism companies.

The theoretical perspective include views on service quality, experience economy, co-creation and organisational and employee roles in tourism.

Mainstream research focus has typically focused on service quality, with the Nordic School represented by Grönroos and the North American school represented by Parasuraman, Zeithaml and Berry (Brogowicz et al, 1990). However, experiences are today argued to be core drivers of value creation (Pine & Gilmore, 2013), and it is claimed that a company-centric approach, in which companies autonomously design and market products, must be replaced with a co-creation approach, in which value is jointly created in interaction between companies and users (Prahalad & Ramaswamy, 2004). Joining the two perspectives, co-creation is argued to be central for creating valuable, personal, and meaningful experiences (Boswijk et al., 2012). This seems particularly relevant in tourism where production and consumption are inseparable (Crang, 1997) and service-encounters crucial for tourist experiences (Baum, 2005) which are co-produced (Ek et al., 2008) through 'performances' of tourism employees *and* tourists (Edensor, 2001). Nevertheless, examples of co-creation in tourism companies seem scarce (Binkhorst & Dekker, 2009) because tourism service encounters mainly facilitate standardised, cost-efficient service deliveries rather than co-creation (Sørensen & Jensen, 2012).

When applied to the experience economy, the aforementioned company-centric model can be compared with Pine and Gilmore's (2013) approach which suggests companies to

'stage' experiences for consumers. This has been termed a First Generation of the experience economy whereas co-creation of experiences has been coined as Second Generation (Bosjwijk et al., 2012). We translate this into a model of three modes of value creation in tourism companies. The first mode follows a traditional tourism service paradigm; in the second, experiences are staged for tourists; and in the third, co-creation of tourist experiences drives value creation.

Future visions of the tourism products

Anders Steene

This paper discuss new expressions like Experience Economy and Dream Society, both expressions imply that the society are now facing other demands from customers concerning tourism products. In many ways we are talking about a progression of economic values from the tourist's point of view as well as from the view of the producers. In the future the producers have to focus much more on making and deliver an experience for individuals then today and in older days.

In the future producers have to deliver much more complex product offers then before, the complexity of the tourism product will increase and how to handle that requires a lot of knowledge as well as well trained employees. We will try to find out what the next step will be, from Experience Economy or Dream Society offering complex products - to, maybe, *transformation which is an offering to the individual* that he or she only can be *guided*, the customer will be the product.

To summing up the future will focus much more on individual, tailor made products and edutainment.

Value Of Tourism For Destination Development I.

Operationalizing the performance of a tourism network. A case study of Network Limfjorden, Denmark

Urban Gråsjö, Martin Gellerstedt

Partnership arrangements in order to achieve sustainable economic growth is nowadays a more and more common feature of developing strategies in different sectors of modern society. This is also the case in the tourism sector, where value of tourism for destination development is highlighted. Many of these partnership arrangements are formalized through the concept of the "network". Although there are usually several aims, the declared purpose of collaboration in a network or partnership is almost always to create synergy or added value. The members of the network are realizing that they have a common goal, which cannot be reached if they act individually. Instead, if the members pool their resources and act together the probability to reach the goal increases. Sometimes situations arise when actors take advantage of what others give, but do not

themselves contribute equally (network problems arise in the form of "free riders"). This can then create an attitude in the network where members are reluctant to communicate experience and information to other members and then the mutual exchange of experience that is so important for successful networks can be lost. Hence, it is important to acknowledge that a network beside cooperation also may include a competitive dimension.

Even if scholars have studied tourism networks in general, methods of how to evaluate tourism networks have been relatively neglected as an area of academic study. In this respect, the objective of the present paper was to study performance of a tourism network. The case of our study is a partnership called Network Limfjorden, which is a cooperation with the aim to develop the tourism around Limfjorden in Denmark. The network was established in 1995 and consists of two regions, eight municipalities and tourist offices around Limfjorden. The tourism activities in the Limfjorden region can be characterized as "slow" activities. In spring 2010 Network Limfjorden, adopted a new action plan "Towards 2015". The action plan states that the Limfjorden continues to be a strong brand. This will be achieved through:

- Development of coherent useful products and activities
- Launch projects and develop until they can run on their own
- Marketing of products and activities under the common brand
- A concerted effort to promote network development

These goals are conventional for most networks. In order to study if the different network partners are committed to use and express the common branding one can study either what is said or written. We have chosen to study written material and in this case the traditional tourism brochures. Because branding, beyond its own operations, is about describing the common; common values, specific joint projects developed etc. Our study includes five tourism brochures from five municipalities around Limfjorden. We operationalized the study of brochures with the following measures:

- The portion of sentences with a "network umbrella description". Such a sentence includes for instance a description of an area or an activity outside their own municipal but within the network area Limfjorden.
- Yes/No whether or not the brochure include: the network logo, the address to the network website, map over the Limfjorden area, common launched network activities (old sail ship regatta, storytelling, etc.)

In this way we examined to what extent a network member (municipality) in its own brochure promotes i) their own activities, and ii) other members' activities. The results of the study indicate that it is more common to promote the own specific activity or location even if similar activities can be found also in other municipalities around Limfjorden. Several partners did not include network logo, link to website or common network activities. Consequently, the opportunity to create positive synergy effects among the network partners is not fully exploited. The macro perspective found among the aims with the network, was simply not adopted by several partners. Perhaps this may be explained by a lack of understanding and handling the balance between cooperation and

competition. In conclusion, even though the network were ambitious and had well thought-thrown aims, our findings indicate that these ambitions were not successfully adopted by partners. This might well be the reason for why it was decided to discontinue the network.

If Jesus had lived now he would definitely have attended the Gladmat festival

Reidar Johan Mykletun, Ambassador Meretse

What do visitors, exhibitors and owners benefit from participating in a non-profit food festival? Festival benefit is *'the ultimate value that people place on what they believe they have gained from observation or participation in activities and interaction with settings provided by festivals'* Lee, Arcodia, & Lee (2012, p. 335). Extant research lack studies focusing on these three stakeholders' benefit simultaneously and in the same event, thus indicating the contribution of this paper.

The context of this study was the Stavanger Food Festival (Gladmatfestivalen), an annual event established in Stavanger, Norway, in 1998. The name means 'happy food', alluding to the enjoyment of meals, raising the awareness about meals and food quality, being a window for regional high quality food and meal exhibitions, and increasing both public and professional interests in the enjoyment and consumption of high quality meals. Its primary objectives are promotion of the region, its products, food culture and concept, and Rogaland as the Food County. About 100 exhibitors offer a variety of food, beverages, and meals. It is arranged late July and lasts from Wednesday to Saturday, and is attended by approximately 250.000 visitors. The festival is well known across the country and in the Nordic region (Author & author, 2009; Author, 2011).

Data from visitors were collected by questionnaire that included 20 'benefit items', (5 points Likert-type scales), and 17 items asking for festival participation habits and demographics. The data collection took place during three two-hours sessions per day during the entire festival. A total number of 350 respondents filled the questionnaires 'in situ'. Data from exhibitors and owners were collected by semi-structured interviews.

For the visitors, six "Benefit factors" could be extracted when applying Orthogonal solutions with Varimax rotation, accounting for 50 % of the variance. Six factor-based sum-scores were computed, named *I - Seeking for novelty*, *II - Local tradition and celebration*; *III - Buying and tasting*; *IV - Food enjoyment and atmosphere*; *V - Networking and socializing*; and *VI - Personal privilege and destination image*. Frequency of attendance predicted factors II, IV, V, and VI. Age predicted factor VI, while level of education predicted factors II and V.

Benefits for the *exhibitors* included branding and marketing, meeting customers and understanding their needs, educate the customers, destination promotion, showing «citizenship» and corporate social responsibility, and for own pleasure and amusement. Benefits for the *owners* included positioning of own business, the city, creating

storytelling, increasing food and meal competencies, fascinating the audiences, attracting tourists, creating good relationships to customers, making an exhibition window for producers, and facilitating feedback from the public to producers.

The benefit factors revealed may be applied for improving the event design. "Foodies" (Getz & Robinson, 2012) seems to be present, which may contribute to the quality of the festival by increasing the visitors' demands for assorted high quality products. The event has gained a "folk festival" ambience, overriding the initial intention of the event and contributing to the well-being of the regional residents. The stakeholder groups gain to a large extent the same benefits from the event.

Gender relations in tourism in the Russian arctic: representations and practices

Susanna Heldt-Cassel, Albina Pashkevich

Remote territories of the Russian Arctic have historically been subject to conquest and exploration and depicted as a periphery for resource extraction and male adventures. Tourism has recently been introduced as an alternative source of income for indigenous groups that previously lived solely on reindeer herding. However, the tourism sector is still very small and under-developed in the area despite public policies and different national and regional projects to promote tourism. This study analyses how tourism operations in Northwestern Russia use representations of the Arctic and of gender identities in the production and promotion of tourism experiences. The representation and practices of nature- and indigenous tourism operations studied through participant observations made during field trips to the territories of Nenets Autonomous Okrug. The observations complemented with tourism stakeholders' interviews and content analysis of promotional material from the tourism businesses in the area. The purpose of the study is to get an understanding of the content and meaning of representations and practices of tourism in the Russian Arctic.

We analyse the cultural constructions of places shaped by gendered representations of people and indigenous culture. In what ways are indigenous men and women depicted and what types of place identities are constructed through representations and practices in tourism operations? We follow Roy (1997) and Edensor (2000) allowing the hosts to speak and become agents in the portrayal of the contemporary tourist practices accommodating the demands of modern tourists. We find that there is a strict gender division of tasks and responsibilities within tourism in the case study area. Service operations in villages and in this region predominantly employ women (hotels, restaurants, shops, and so on); however, out in the tundra, men predominate in high status service functions such as guides within hunting and fishing trips. The results show that the promotion and tourism offers in the area strengthening the notion of (re)production of colonial representations and experiences of the place and its peoples as exotic and the "Other". The marketing of the area stresses the possibilities to explore unspoilt and remote areas ("snowscapes"). The tourism practices in the Russian Arctic are focused on physical endurance and masculine coded activities and behaviour.

Finnish countryside as a setting for rural wellbeing - case FinRelax®

Anja Tuohino

Tourism is often seen as an opportunity for rural economic development. The rural is nowadays understood as a space for consumption and the countryside has become a tourism landscape that is appreciated for its recreational and aesthetic values. Despite many attempts, defining rural areas is difficult. Most definitions are based on a three-level division into remote, core and close-to-centre rural areas, with different terms used in different studies. In this paper rural tourism is defined as tourism outside densely populated areas and tourism centres.

In Finland, in the national tourism strategy published by the Ministry of Trade and Industry wellbeing tourism was defined as a product theme to be developed. In addition the Finnish Tourist Board has recognised the importance of developing wellbeing tourism in Finland. On the national level they have made long-term and organised development efforts since 2002. In 2005 the first national review of wellbeing tourism was conducted. The review highlighted the growth potential of the wellbeing sector based upon the strong inherent assets of a safe, high quality natural environment within which a wide range of outdoor activities are possible while still retaining the peace and tranquillity of the countryside and the culture of the sauna. In 2007 a strategy working group for wellbeing tourism development was established and as a result the national 'Development Strategy for Finnish Wellbeing Tourism in International Markets, 2009-2013' was launched in December 2008. At present the strategy is in the updating process. Against this background, the new project *FinRelax® - a Finnish countryside as a core resource and an operational environment for Finnish Wellbeing tourism* was launched in December 2013.

This paper presents the first results of the project and gives examples of how the Finnish countryside as a rural setting is used to grasp the conceptual and symbolic characters of FinRelax®.

The data gathering is on progress at the moment. The electronic survey is targeted mainly at those wellbeing tourism businesses that have the potentiality for international markets. The group of 37 businesses is selected together with the Finnish Tourist Board. Supplementary data is gathered through interviews among destination marketing organizations and tour operators selling Finnish wellbeing tourism products for their customers. The aim of the supplementary data is to find the future potentiality of FinRelax® products and services. The data will be analyzed by using content analysis.

Due to the fact that the process is on-going, the total sample size at present is open. The preliminary results will be presented later in the conference as well as in the written paper.

The study also has practical implications by providing additional information for both businesses and Finnish Tourist Board in the development work of FinRelax®.

The roles of events in destination branding

Ira Lahovuuo, Jenni Mikkonen

According to a number of studies, events have a significant impact on destination branding and differentiation from other destinations (i.e. Jago et al. 2003; Lee & Arcodia 2011; Trost et al. 2012). Majority of studies have focused on the impacts of sport or mega events on the destination brand but the impact of smaller cultural and free time events remain less researched. Events can take different roles relative to the destination brand: i.e. as co-branding partners, as extensions, or as features of the destination brand. Co-branding refers to the practice of pairing the event's brand with the brand of destination: events with well-established brands can be used to enhance the brand identity of the destination. Since each role presents different opportunities, risks and requirements events must be incorporated strategically into the marketing plan of the destination. (Chalip & Costa 2005)

The aim of this study is to find out what kind of roles the events of two Finnish destinations, Savonlinna and Mikkeli, have in their destination brand, and how events are integrated in the new brand strategy of the region. The data was collected through analysis of websites and social media channels, and stakeholder interviews. The website analysis worked as a background study to the interviews and focused on how and which events were displayed on tourism websites of destinations. The interviews sought to reveal the different types of roles of events in the current branding process, and find out if there are differences between the destinations and/or opinions of stakeholders. The interviewees were directly or indirectly participating in the branding process: from local destination management organizations (DMOs), tourism planning authorities and event organizers. Altogether 13 semi-structured interviews were conducted, transcribed and analyzed by using content analysis.

Results support former research in that events play significant roles in destination branding, and there were many kinds of roles revealed. For example one major event, Savonlinna opera festival, has a dominant role in whole region's tourism and is an indispensable part of destination branding. In the future, the festival will be doing more destination marketing in co-operation with the DMO. This co-branding role of the event will spread benefits to other actors too. On the other hand, also smaller local events have important roles for example supporting central brand features of destination, and working more like extensions of destination brand.

The study complements the former research, deepens the understanding on the roles of events in destination branding, and studies if there are similarities in the roles of small cultural and free time events, and sport events that have been studied earlier. The results can be utilized also in destination branding process by explaining how the events are used now and how they could be utilized more effectively in the future. The more is learned about the roles of events and ways of utilizing them in destination branding, the more effective destination marketing will become.

Events' "deserved" media coverage and destination branding

Kari Jæger, Trine Kvidal

Hallmark events with long- term institutional status, and “Iconic” events, have high value assets for a destination or city (Getz, 2013). In line with this perspective, this paper seeks to discuss how events or “iconic” events could provide unique selling propositions, through reflecting brand values and place identity. It is a challenging competition between different places seeking to become unique favorable travel destinations, something which requires potential travel destinations to become and stay visible, unique and with a distinct and defined brand. “Icons” present a particular kind of story – an identity myth, that consumers use to address identity desires and anxieties (Holt, 2006) “Iconic” events are socializing with other people and events that share their values and interests. The aim in this paper is to examine how these kinds of events could contribute to “deserved” media coverage, acquired from word of mouth in a new social media context (Ellingsen, 2013), and which impact this has on destination branding.

In this paper, we take a qualitative approach to examining the two events Finnmarksløpet in Finnmark, Norway and Iditarod in Alaska, USA. Finnmarksløpet (with its 1000 km class) is Europe’s longest sled dog race, and has been arranged for 34 years, while Iditarod (1800 km) is the world’s longest sled dog race, and it has been arranged for 42 years. These two long distance sled dog races can be said to capture the Arctic wilderness with the inclusion of dogs, experienced dog drivers, rough weather conditions, northern light, and tundra, mountains and rivers covered with ice and snow. The two events in different ways capture and stage Arctic nature values, communicated via media coverage, social media, mushers, volunteers and tourists. This attention and publicity is important for the two races as sports competitions, as well as for the branding of their host places.

Based on data collected via observation, in-depth interviews and media analyses, conducted in relation to Finnmarksløpet and Iditarod, we discuss key tourism-relevant aspects of the events.

Values For Culture

The dynamics of nature and culture in tourism – the case of Ilulissat, Greenland

Karina Madsen Smed

This paper provides new insights into the tourism product promoted and sold in Ilulissat in the light of a dynamic nature/culture relationship promoted by the national DMO, Visitgreenland, in a national branding framework from 2010. In 2004, the Ilulissat icefjord in close proximity to the town of Ilulissat was inscribed as a natural heritage site to the UNESCO World Heritage List, and the destination of Ilulissat has always been focused around this grandiose nature, the icefjord in particular which has shaped and influenced life in Ilulissat for thousands of years. As such, nature plays a central role in the

promotion of Ilulissat to tourists, also before the inscription to the World Heritage List. The close relationship between the icefjord and life around it suggests that nature and culture are closely connected in Ilulissat, which may seem to underline the dynamics between nature and culture suggested by Visitgreenland. However, the question is how the local tourism environment facilitates and uses this strategic proposition of a dynamic nature/culture relationship in practice to promote and sell their products, if at all? Furthermore, this study aims to highlight ways in which nature and culture - as distinct categories and in close relation - are anchored in the destination and thereby influencing the tourism environment in Ilulissat.

A point of departure is taken in the local tourism industry in Ilulissat in order to explore what is being sold and promoted to tourists in this respect. Since the contention is that the icefjord and its inscription on the World Heritage List as well as the history of tourism in Ilulissat present an emphasis on nature as a distinct feature of attraction, a particular focus on cultural dimensions may be less evident and will therefore be explored further. The study will rest on a triangulation of methods entailing 1) documents, such as strategy papers, government reports, administration plans and commercial websites, that have formed the initial access to this destination's tourism environment, 2) interviews with local tourism actors, specifically tour operators, administrators and hotel CEOs, and 3) participant observations of the tourism products offered by various tour operators and of the physical environment. The theoretical foundation for this paper rests on a central discussion of the nature/culture relationship, particularly pertaining to both polar tourism and heritage, which may reinforce certain perceptions of nature and culture. In addition, the concept of visitability is applied in order to explore the process of inviting tourists to consume place and subsequent influences on the destination and its core product. Findings suggest that existing tourism practices are reinforcing the strong emphasis on nature rather than the dynamics of nature and culture, and as such, the paper suggests that an increased focus on the cultural dimension of this relationship may strengthen product development not only to comply with Visitgreenland's brand positioning but also to face present challenges to tourism development in Ilulissat.

Transformed “by the wind and the sea” – exploring visitor emotions towards war heritage along the Danish West Coast.

Lulu Anne Hansen

This paper seeks to explore how the remains of the Atlantic Wall scattered along the Danish West coast have been and continue to be emotionally appropriated by tourist. It is now close to 40 years since French cultural theorist Paul Virilio, in alluding to the particular relationship between the German bunkers and their physical location along the North Sea coastline, emphasised the capacity of the bunkers to teach us not only about their era but about ourselves (Virilio 1975, 1994 transl.). Even today the constant interaction between the dynamic coastline and the massive concrete bunkers, engulfed in a seemingly endless struggle, holds immense potential for invoking human emotion. In this case the interaction of land and sea only serves to strengthen what has been deemed the multiple temporalities of ruins (Edensor 2005). At the same time a history of national

conflicts between Danes and Germans (the majority of foreign tourists visiting the Danish West Coast) makes the bunkers places of potential contestation. Departing from an interpretational framework that perceives emotions as social sentiments (Peterson 2007) this paper uses both historical sources and contemporary interviews and field work to explore the shifting and often conflicting historical and emotional landscapes surrounding the bunkers from the mid 1990'ties until today. In recognising that cultural heritage tourism offerings are dynamic and constantly evolving (Kaminski et al. 2014) it is argued that even in this relatively short period competing narratives have served, and still serve, to continuously reconfigure (Smith et. al. 2009) the emotional constellations relating to their space. It is, furthermore, shown how the particular interrelationship between the coastal landscape and the bunkers constitutes a space with potential of engaging visitors in pluralistic interpretive interventions addressing issues of individual values, morals and dilemmas in a coastal tourism context normally not associated with negative heritage (Meskell 2002) experiences.

The competency profile of cultural tourism employees in Russia

Elena Sakharchuk, Sergey Ilkevich

The central hypothesis of the study is that the sharp discrepancy between huge potential of cultural tourism and insufficient competitive advantages can be explained by vast deficiencies in the competency profile of cultural tourism employees.

To conduct a primary research of competencies of cultural tourism employees in order to establish levels of proficiency in 4 critical for competitiveness areas: 1) knowledge of cultural heritage; 2) customer relations management; 3) marketing techniques; 4) international visitor and foreign language proficiency. And thus establish major setbacks to be addressed in public education and corporate/state agency training/re-training programmes.

There is a very limited number of sources both in English and Russian related to cultural and heritage tourism professionals' interviewing. And there are no comprehensive statistics in the field of employment in cultural tourism objects as well to support primary research conclusions. The studies are limited to describing cultural sites, their heritage value without addressing visitor-related issues.

Competency-based structured interviewing of employees at cultural sites of Moscow region at entry-level positions, established professional and middle management with 167, 102 and 89 respondents, respectively. For each of these three groups were suggested separate, modified questionnaires with questions in the following sections:

- Education and life-long learning experience
- Practical experience
- Customer service and passion for customer satisfaction
- Skills in basic and strategic marketing techniques, cultural tourism products distribution strategies
- Foreign language proficiency
- International visitor and multicultural awareness

Interviewing of employees is supplemented by secondary research (literature review) and expert estimates from 6 leading tour operators for international visitors in Moscow region, specializing in cultural tourism.

The study reveals an acute deficit of basic training for cultural tourism employees not only tourism, but in customer service-related areas, with only 37% of employees across the whole population studied having formal qualifications.

The most remarkable imbalance is between knowledge of cultural heritage (with 86% of employees stating their continuous betterment in the field) and strategic marketing techniques in cultural tourism (with only 6% of employees being able to provide an answer for a control question about the meaning of strategic marketing approaches), as well as foreign language proficiency, with only 2% being fluent English speakers and 1% being fluent in other European language.

There is a low willingness for re-training on the part of employees (26% respondents), despite the 86% stressing the importance of good qualifications. The motivational problem presents an interesting field for further primary studies.

The issues of professional preparation in cultural tourism and establishing industrial standards and qualifications are still being neglected in Russia. That limits the potential and competitiveness of the industry due to low awareness of cultural sites' sheer existence and insufficient customer satisfaction, specifically related to poor guiding and foreign language proficiency.

The construction and experience of icon-cities

Anne Klara Bom

The world famous author Hans Christian Andersen was born in 1805 in Odense, Denmark. This paper's point of departure is the thesis that Odense has the opportunity to utilize its potential as an *icon-city*: A city that willfully integrates its historical relation to a character in its tourism strategy and thereby supplies the city with symbolic value by branding itself as the city of the character in question (Bom, "Midt"). Several icon-cities are European, for example Shakespeare's Stratford-upon-Avon, Mozart's Salzburg and Astrid Lindgren's Vimmerby. Icon-cities have a historical relation to their characters, but they also have an opportunity to present the famous work of these people. Odense, however, has until recently focused on Andersen's biography in its branding of the author and the initiatives presenting the works of Andersen are all either very new or still in the pipeline. This paper suggests that in order to examine how a sustainable brand of the icon-city Odense can be created, research from the field of literary tourism can be used to address challenges and opportunities that can be made topical in relation to the construction and experience of icon-cities.

Literary tourism presents a unique opportunity to promote an author, a heritage and a particular place at the same time (Squire, "Literary" 120). A significant theme in literary tourism research is the tension field between fact and fiction, because literary places

contain several places in one place (Herbert, "Heritage", "Literary"; Timothy and Boyd, *Heritage*, "Heritage"): Tourists visit literary places to experience where the authors actually lived and/or died, but quite frequently, they also expect that the same attraction presents the fiction created by the author in question. Several levels of authenticity thereby come into play in literary places, where "imagined worlds vie with real-life experiences" (Herbert, "Heritage" 33). This paper argues that a similar situation is takes place in literary icon-cities.

Authenticity is a dominant theme within tourism research these days and several scholars have presented their suggestions to how the concept can be defined and put to use (Chhabra; Cohen; Daugbjerg; Fawcett and Cormack; Jamal and Hill; Reisinger and Steiner; Timothy and Prideaux; Wang). However, possible relations between how literary places appeal to authenticity/in-authenticity and how the same places are experienced as authentic/in-authentic by tourists are yet to be examined (Bom, "Affective").

The paper presents four typologies of place categories that can exist in literary places and it is argued that each of these places appeal to different "layers" in the experiences of authenticity (Jansson; Knudsen and Waade; Wang; Waade). Furthermore, it is demonstrated how the typologies can be put to use in a discourse analytical cultural analysis of the icon-city Astrid Lindgren's Vimmerby in Sweden. The results of the analysis are subsequently used in a discussion of the challenges and opportunities that can be prevailing in a possible realization of Odense as a literary icon-city.

The research presented in the paper contributes to cultural studies in what is at stake when people appraise "their" cultural phenomena and thereby make them culturally specific (Bom, *Vores*).

Heritagization - Tourism impact on tourists

Per Åke Nilsson, Diana Alexandru, Babesj-Bolyai

Impact of tourism on local residents has been object for numerous studies since mass tourism started in the 1960s, both in forms of negative or positive impact for the destinations. However, for museum keepers, tourism has become the backbone for their economic survival.

Heritagization as a cultural paradigm has been used and abused. Used as a protest to political or ideological coping with culture heritage as a production and collection made by past generations and now kept in order to preserve, elucidate, or maintain certain political norms and goals. Abused as an education of the public by invented, hidden, as well as purposely chosen past, with focus on ideas instead of objects and to use interpretation of history for own advantage.

The idea of this presentation is to exemplify how the impact of the interplay between local residents and tourists on themselves transforms both the cultural heritage and those exposed by it.

What are the correlates of work values for 16 year old students: focus on professions within hospitality and tourism

Åse Helene Bakkevig Dagsland, Reidar Johan Mykletun, Ståle Einarsen

This paper presents research on work values among Norwegian 16 year old students facing choices among different streams in higher education, including streams leading to apprenticeship in the hospitality industry. The study investigates the relation between work values and the pupils' intentions regarding work in different positions in this industry, and the stability of these relations.

Data were collected from two random samples of pupils in their final year of the comprehensive school, at the time they had to choose among alternative tracks in the secondary school system with impact on their future job options. The pupils filled in questionnaires during their school hours in 2002 and 2011 (n=1863 and 1842, respectively). 13 possible work positions were listed to which the pupils should rate his/her interest; and work values were measured by 18 items (five point Likert-type scales). Comparisons between the value structures of the two samples were based on factor analysis. Five and four sum-scores were created based on the factor structures of the 2002 and 2011 samples respectively, supported by reliability analyses (alpha coefficients). These sum-scores were then correlated with interest in different work positions in the hospitality and tourism industries.

Based on the factor analyses, five work values were identified in the 2002-sample, and four work values in the 2011-sample, each of which accounting for 38 % and 36 % of the variance, respectively. The factor structures showed moderate cross sample similarities. Correlations among the nine factor-based sum-scores and the work positions listed were weak to moderate, the highest being .24. The sum scores of the work values "International work" showed the highest number of significant correlations. The strongest correlations were between "International work" and: work as tour operator / travel agency, tour guide, and manager both in the 2002 and 2011 samples. Furthermore, the value "Self-realization" (2011) correlated to the intention to become a manager.

International value orientation among the students was closest related to intentions of entering positions in the hospitality industry, followed by the value of "Self-realization". Compared to the type of work in the industry, the fit to the pupils' values are far from perfect. However, the informants were young and lacking work experience, and might not be able to reflect properly on their work values and possible connections between work values and the different work positions. Consequently, focus work values should be strengthened in the school curricula. The hospitality industry might profit from demonstrating their workplaces to the pupils, the school advisors, and pupils' parents, to increase their understanding of these types of work, thus facilitating recruitment of young

workforce to their industry-related training in the secondary school and in higher education.

Students' enrolment preferences in higher education: motivations for choosing tourism, economics, business or law studies.

Catalina Juaneda

Given the importance of tourism as a development factor in many countries and its growing importance both economically and socially in the world, it is crucial that higher education in tourism reach similar levels of quality and maturity as those of other studies that focus on traditional fields of knowledge. In this sense, a constant concern for tourism, both in emerging countries and in developed countries, is the difficulty for higher education institutions to attract the best students to tourism studies and therefore subsequently for the tourism industry to attract and retain highly skilled professionals.

With the aim of contributing to the understanding of this particular concern, this study deals with the motivations that drive high school students, from Humanities and the Social Sciences, to choose the bachelor in tourism for their future university studies. Although their knowledge about higher education studies is not very comprehensive, students have partial information and perceptions about its contents and its reputation, usually influenced by family, teachers, friends and the society.

This study analyzes the motivations of high school students to choose, in the very near future, their main bachelor option. Four particular bachelor options belonging to Social Science were considered: Tourism, Law, Economics and Business. The reason to consider these four bachelor degrees was to allow the researchers to compare the motivations for choosing tourism studies compared to those where the more traditional and reputed studies, such as Law, Economics or Business, are selected.

The study is focused on the high school students living on the island of Mallorca where two special circumstances exist. The first is that in Mallorca there is only one university, the University of the Balearic Islands, which is where the information about higher education studies aimed at the students who are the target population of this study is centralized. The second one is that Mallorca is a very important tourist destination in the Mediterranean where economic activity related to tourism is found throughout the island and where the island's residents are constantly in contact with it. Due to this fact, it is important to note that students, as with all residents on the island, are both familiar with and in direct contact with tourism activity.

A survey was conducted in April of 2014 when students from all the high schools on the island come to the University of the Balearic Islands to attend several information sessions. Six hundred students completed the questionnaire, of which 180 showed a preference for tourism studies.

Skills and formal education within the tourism sector

Anders Hedetoft, Tage Petersen

Knowledge is believed to be one of the primary sources of economic growth, and the Nordic countries focus strategically on education as a major parameter in ensuring continued competitiveness in an increasingly globalized economy. But what is the formal educational level of owners, managers and employees in the Danish tourism sector? And to what extent does the professional and technical content of such formal educations correlate to the needs of skills and competences in the tourism industry? These issues will be put into perspective through a case-based examination of how companies in a Danish coastal tourism destination strive to maintain and develop companies' and employees' skills.

The purpose of the presentation is two-fold. The first is purely descriptive, and documents education levels and development thereof over time in the various main branches of the Danish tourism sector. Is there, as intended by the national government, a gradual education-driven improvement of skills and competences in the tourism sector? The second is to explore possible correlations between Human Resource (HR) strategies in a number of tourism enterprises and the formal education levels in the industry in coastal destinations. The case will aim to go beyond and refine the well-known explanations for the generally low level of formal education in the tourism sector, i.e. that tourism enterprises are educationally-challenged due to seasonality issues and the high proportion of lifestyle businesses, particularly in remote areas.

Currently in Denmark there is focus on improving the quality and competitiveness of coastal tourism, defined as tourism outside urban centers. The focus of the presentation is therefore also on education and tourism in a geographic perspective. The Danish municipalities are categorized by 'level of urbanization' and formal education levels in the tourism sector within each category is described.

The rationale behind the "higher education policy" is to create more value and higher revenues, through improved products or production processes than it was possible without a professionally skilled and well-educated workforce. In this perspective, the presentation will examine whether education in fact does create value in the form of higher incomes to the persons who possess a given tourism-relevant formal education and in terms of improved financial performance in the companies that employ a higher share of highly-educated workers.

Methodologically, the presentation is based on Danish register-data including statistical cross-correlations between education and business sector registers in Statistics Denmark. The register-based analysis of the education level in the Danish coastal tourism sector will be complemented with a case study of how Bornholm tourism companies are working to maintain and develop skills in their enterprises.

Preliminary results indicate - perhaps somewhat surprisingly - that the highest -skilled workers are in the camping sector. In this sector, there are more employees with a higher

education and fewer with no formal education above Danish basic schooling compared to other tourism sectors. Preliminary results also show that companies do work with improving employees' work skills, but, due to their informal nature, are not registered in ways that allow register-based statistical analyses to pick up on them.

The values of working in the frontline of the tourism industry –the case of licensed local guides

Jane Widtfeldt Meged

Licensed local guides are highly qualified employees, however they are part of the tourism industry where the frontline personnel is casted as pink collar workers (Guerrier & Adib 2004) characterized by feminized jobs (Veijola 2010) in the service sector, low paid, often with temporary contracts and hence little or no prospects of career development. On the other hand the work of guides may be seen as selfactualising, adventurous and glamorous maybe even "the stuff of TV drama-documentaries" (Guerrier & Adib 2003; p 1402) The few earlier studies on guides' working life have had empirical focus on young guides at sand and sea destinations , tour leaders, guide-enactors at experience centres or nature guides (Guerrier Adib 2003; 2004, Wong & Wang 2008, Bæhrenholdt & Jensen 2009, Veijola 2010, Carnicello-Filho 2013), and they primarily explore the cost/benefits of emotional labour drawing on Hoschild (1983), but also gender issues (Guerrier Adib 2004; Veijola 2010)

To this author's knowledge, there are no previous study on the working life of licensed local guides, although they constitute a particular population among guides and frontline employees as highly educated, mature and experienced, and they form a case of a more general trend: qualified employees, who are working under increasingly precarious working conditions.

This study asks the questions; why do local licensed guides choose the guide profession, and how do they construct meaning and identity in a fluid working life?

To expand the more specific approach of emotional labour (Hochschild , 1983), the theory of job crafting (Wrzesniewski & Dutton 2001) is applied to "capture changes employees make to their own jobdesign in ways that can bring about numerous positive outcomes, including engagement, job satisfaction, resilience and thriving" (Berg, Dutton & Wrzesniewski 2007) With focus on the guides' individual orientation, motivational orientation and job crafting practices 12 licensed local guides have been interviewed (six in Italy, five in Denmark, and one in France) Furthermore two dialouge meetings have been held between the students and lecturers on the Tourist Guide Diploma Programme at Roskilde University and six newly licensed guides.

The guide profession appeals primarily to women, well-educated immigrants, and grown-ups making change in their late career or as a retirement strategy. Although the guides often could tell about major life changes or even life crises upon entering the guide profession, they described themselves in accordance to what I term the

generic guide, a natural born with a certain DNA characterized as a curious people person, passionate mediator, with high risk tolerance and ability or even enjoying to navigate and control in chaos. The guides craft their relationship with the tourists into personalized performances, where they enjoy moulding tourists' perspectives, and show their local environment in which they take affective and intellectual ownership.

The guides perceive themselves as quasi self-employed, and they oscillate between personalizing and de-personalizing their relationship with their many employers in order to optimize an extremely unpredictable working life.

The Professional Societal Academic Network (PSAN) of Tourism Department Partners – A Swedish Case Study Triangulated with the EU- Project TARSI

Göran Andersson

Universities are not isolated from society. Throughout the world and at the highest political level, there are pressures on the higher education sector to network with its surrounding society. This whole idea of networking is supported by the European Bologna process in connecting academia more closely with business and society and in new and innovative ways. Nevertheless, at universities there is a lack of knowledge on how to structure societal networks and a lack of experiences in network building. This causes problems with regard to effective co-operation between the university and its societal partners. The fact that universities are not isolated from society can also be recognised by the public debates on education, research and community engagement. Nevertheless, there are almost no research articles written about universities' societal networks.

The purpose of this research is to investigate university networks critically and to develop an analysis model for strategic partner relations and the underlying network structure within a Tourism Department's network.

A case study methodology has been used with the Tourism Department at the author's university being the object studied, in order to study the network building process since it was established in 1999. Experiences from the EU-project TARSI (Tailored Applied Research and Implementation) have been triangulated with the results from the case study.

Furthermore, a *literature review* has been conducted in order to identify which stakeholders appear in the literature of higher education-society interrelations and to find underlying dimensions to the university network structure. The *theoretical framework* is based on network theories, where network strategy, network partners, relation purpose, networks' formality, individual and organisational networks, network principles and obstacles are important themes.

For the Tourism Department, the following *strategic partner* types with associated

relation purposes have been identified: the academic staff, current students, alumni, the tourism industry, public tourist organisations, non-profit tourist organisations, macro-environment partners and the higher education sector. Every main stakeholder group has been organised into partner groups at the Tourism Department. The benefit of this approach is that special university objectives can be reached more easily if the Tourism Department has known partners in formal sub-groups already in place. In every sub-group there are typically questions depending on the Department's relation purpose.

A *relation structure network model* has been developed, where the dimensions of formal-informal and organisational-individual have been found relevant in order to structure the network. The model is based on the four main opportunity building principles of permanency, openness, motivation and trustfulness. However, there are also corresponding main obstacles of cost-benefit misunderstanding, relation burden, strategic unconformity and non-network opportunities.

There is a challenge in *increasing the community engagement* activities when using more resources. However, the benefits for the university and the surrounding world will be positive in total. It is of great importance for European university academies to use network strategies in their overall planning in order to be a natural part of society, which is summarised as the *Professional Societal Academic Network (PSAN)*. Finally, the interaction of universities with society is regarded as a never-ending journey in a global world.

Values Of/For The Tourist II

‘Experience Europe without borders’: Interrail frictions and regulated mobilities

Martin Trandberg Jensen

This paper approaches the frictions, immobilities and regulating bureaucracies of a widely neglected tourism and travel phenomenon, interrailing. Drawing on a wider performative and material turn in tourism and mobilities studies, as well as injecting phenomenological wonders informed by recent cultural geography, the following constructs a theoretical framework through which to empirically intertwine the politics and practices involved in the production of interrail experiences. Through fieldwork experiences it weaves together accounts of the sticky materiality of practical encounters, while describing the staging of mobilities through infrastructures, bureaucracies and mobility regimes. Subsequently, the paper provides novel insights into the opportunities and challenges facing the orchestration of contemporary interrail, pointing towards areas for further development and experience-design for rail tourism affiliates and transport planners.

Antecedents of tourist experience value

Peter Björk

Antecedents of memorable tourist experiences have been explored by the means of self-administered questionnaires (Hosany & Witham, 2010), personal interviews (Walter, U., Edvardsson & Öström, 2010), photograph sorting (Fairweather & Swaffield, 2002), and travel diary analysis (Prebensen & Foss, 2011). These methods, which have been used to explain the essence, dimensionality, and outcome of tourist experiences, have many benefits, but also some limitations. Especially, their dependence on the respondents' willingness and ability to, in research situations, discuss memorable sensation influences (Ek et al., 2008), might have caused tunnel vision in the sense that the whole spectrum of antecedents of memorable tourist experiences might not yet have been seen.

Therefore, it is suggested that tourist experience researchers also take into consideration other type of data for analysis. New technologies, such as helmets for measuring MEG (magnetoencephalogram) and head-mounted cameras could be used to measure brain activities destination attributes stimulates. These technologies are still rather expensive and even though the hardware has become more convenient to use, they are an "extra" element, which might influence the test person. Analyzing family communication en tour is in this sense a more unobtrusive approach, especially when it is done in a retrospective mode. With a focus on memorable tourist experiences it was decided in this study to ask family members what they discuss with each other en tour. Supported by theory of family communication (Smith, et al., 2009) it is argued that family members discuss their tourism experiences when travelling (Lehto et al., 2009).

Service marketing and tourist researchers have documented antecedents to service experiences, discussed the very concept and tried to link experiences to outcome variables such as satisfaction and loyalty (Ritchie, et al., 2011; Kim et al., 2012). Furthermore, there are some studies, which expand the servicescape concept to an experiencescape concept (Chui et al., 2010) and by that claim that antecedents to destination experiences also have to be sought outside "experience-centric services" (Zomerdijs & Voss, 2010). These studies, which all have a tourist - environment focus might have missed those antecedents of tourist experiences which are not linked to the destination per se. However, this is still to be explored.

This study reports on the two first phases of on a three-pronged research approach (Tumbat & Belk, 2011) i.e. the theoretical framework and a qualitative study. Tourism, marketing, and consumer behavior theories are merged with theories about family communication. A holistic framework describing "Dimensions of memorable tourist experiences" is presented. The first empirical findings are based on 64 personal interviews. The transcripts have been processed by the means of a Grounded theory approach (Glaser & Strauss, 1967), and seven categories of antecedents to tourist experiences en tour have been explored. These are "weather and nature", "price", "politics", "society and culture", "Food experiences and accommodations", "activities and hobbies", and "private issues". These dimensions indicate that tourist experiences are not only based on destination attributes and tourist related activities, but are also founded on more profound dimension, which can be linked to quality-of-life (Björk, 2014).

The view of mass tourists on sustainability value at destinations

Anna Sörensson

Sustainable tourism has been on the agenda since the publication of the Brundtland Commission Report in 1987. The concept of sustainable tourism focuses on tourism from economic, social and environmental aspects. The objective of this research paper is to examine the performance of two mass tourism destinations with regard to sustainability. It analyzes which sustainability factors that are considered most important to tourists visiting those mass tourism destinations. Moreover, a comparison between the opinions of the national tourists with the ones of the international tourists as well as the data collected from the two destinations. A quantitative questionnaire was handed out to tourists at a number of tourist offices in Rimini, Italy, and on the island of Rhodes, Greece. The questionnaire contained scales measuring the tourists' satisfaction with the destination and their hotels from a sustainability point of view. The tourists also graded the level of importance to those factors. The main conclusion of the paper is that there is a difference between the tourists' view on sustainability value at the two mass tourism destinations.

The value of tourist experiences: Rediscovering the self in dynamic spaces

Carola May, Dr.

For contemporary individuals outdoor activities such as sailing trips or mountain hiking do not only represent the attempt to rediscover their own selves by self- dynamic time-space patterns, but to regain a genuine and directly perceived reality. Against the background of postmodernity with its multioptionality, indetermination and predictability, its lack of profundity and the all-encompassing acceleration (Hassan 1987), those outdoor activities with their quests for action intensity, direct challenge, decisiveness and authenticity express to some extent the antitheses of the widely streamlined, disenchanted and carefully secured routine of postmodern life.

From a constructivist perspective, rediscovering the self-dynamic spaces and its physically-sensitive adoption through outdoor activities can be interpreted as postmodern strategies for temporarily escaping structural mainstream society. Adopting a praxeological approach (Reckwitz 2003; Bourdieu 1979), the article highlights the question, in which way these socio-cultural practices are reattached to their spatio-temporal contexts and how they are materialized and reproduced beyond spatio-temporal boundaries.

As an outer societal factor, the "outdoors" with its inherent laws function as a reality which forces the individual to act immediately. Unlike the hyper complex living conditions of postmodern life, nature and body mutate to tangible vanishing points of meaningfulness (Bette 2004, 43.) Using the example of a cultural study based on qualitative interviews and observational data collection among nautical tourists (May

2012), this paper argues in detail that dealing with natural forces, managing immediate situations and exploring one's own capabilities and limits are the major driving forces of intrinsic outdoor activities. For the acting subject, those extraordinary situations offer intense stimuli, that claim all senses of his/her physical body in realtime entangling him/her in a potentially dramatic event while being thrown back on his/her own capabilities (Schleske 1977, 26).

Skill-based outdoor activities such as the exemplary sailing trips tread the narrow line between adventure and risk (Schleske 1977, 40; cf. Goffmann 1991). Being able to decode space and its unique qualities is a major condition for acting (Tuan 2008). Despite the attractiveness of overcoming the risk, it does not replace the actual intrinsic purpose of the activity (Le Breton 1995, 113). Here, the inner and outer nature of sailing or traditional hiking is not regarded as an opponent. Instead, a playful and harmonic togetherness between all the participating elements of space and action is to be achieved.

While individual aspirations and factors of individuation can be compensated and developed temporarily in the corresponding leisure and tourism spaces, performative skill-based tourism activities serve to stabilise the identity of postmodern subjects (Elisa/Dunning 1970). Finding personal affirmation, maturity and intense action ability in the frame of outdoor activities, that demand a certain grade of knowledge, endurance and practice might serve to obscure their absence in everyday working life. The acting subject seeks to test its personal limits outside its structural embeddedness. Rhythm, type and speed of outdoor activities like sailing or hiking are not directed by external socio-economic factors, but by the performing individual in relation to its own capacities and the self-dynamic spatial elements. Outdoor activities can therefore not only be seen as "islands of deceleration" (Entschleunigungsinseln) in the sense of Rosa (2008), indicating social niches that have partly been left out of the acceleration and rationalising processes of modernization. Thanks to their compensatory side, they moreover stabilise the structural side of contemporary society (cf. Wöhler 2011, Rosa 2008).

These antistructural, intrinsic and compensative aspects need to be considered for any outdoor activities that are subject for being placed on the market: a challenging experience cannot be rationally evaluated, be planned and, thus, cannot be marketed as such. In fact, this experience rather occurs within autotelic activities, which are carried out for their own sake (Csikszentmihalyi 2000). Surely, within the scope of marketing and touristification strategies, sailing grounds, for instance, can be customized to meet the clients need; they can be opened to a wider range of interested groups or could be organised as safe as possible. But they should deliberately allow some leeway for improvisation, creativity, intense physical body experience and surprises. It is these attributes that constitute the special value of tourist experiences and lead to intense self-awareness and "unforgettable" moments.

The effect of normative face-to-face feedback on customers' process enjoyment and their satisfaction with the outcome

May Irene Furenes

The aim of this (*planned*) research is to analyze the effect of social feedback in consumers participation in self-production of a restaurant meal, and the influence on customer satisfaction with the process, and their willingness to pay (WTP). Earlier studies has shown that the key driver of consumers value is customers opportunity to express their uniqueness and individuality (Franke and Schreier 2008) through enabling them to self-production (Troye and Supphellen 2012), or self-design (Dahl and Moreau 2007, Moreau and Herd 2010). It is recognized that social influence has an importance in the context of self-designable products (Franke, Keinz et al. 2008, Moreau, Bonney et al. 2011), but little is known about the consequences of incorporating social interaction into the self-production process (Franke and Schreier 2010, Hildebrand, Häubl et al. 2013). We therefore need to gain more knowledge about these mechanisms so the industry can manage to design effective social systems that increases the outcome for both parties involved in the co-creation process. This study will contribute to existing theory by examine of the effect of social feedback in to the self-production process of a restaurant meal.

Drawing on a theoretical framework incorporating ideas from behavioral decision making literature (Kahneman and Tversky 2000), including the associative and propositional theoretical model (Gawronski and Bodenhausen, 2006) in customers processes evaluation of satisfaction and their WTP, this study extends related research in the co-creation field. However, recent research has shown that people tend to strive for social attractive norms in order to manage their impression on others (Moreau and Herd 2010). In this study we hypothesize that normative feedback from others in self-production results in assimilation of self-production towards the social feedback. Furthermore, we hypothesize that the assimilation of self-production towards the social feedback is moderated of the consumers self-efficacy and self-relevance. A previous study (Hildebrand, Häubl et al. 2013) has found that people tend to avoid the uncertainty associated with the ambiguity, and this influences negatively on their satisfaction with the process and their WTP. Therefore, it is of interest to study how assimilation of self-production towards normative social feedback influences the satisfaction with the process and WTP.

In order to test these hypotheses, this research will conduct a field study in a restaurant where the customers are actively involved in the assembly process, followed by a scenario based experimental design. In this study, the participants will create their own self-produced meal from a variety of product choices. Then they will receive feedback from the community on their initial self-production, and ultimately select their final self-product after receiving the feedback. In addition, these findings will be analyzed with a control sample receiving no social feedback both on initial and final self-production. This study is expected to identify the relationship between the influence of social feedback on customers assimilation process and the effect on their satisfaction and willingness to pay for a self-produced restaurant meal.

The value of stakeholders in tourism product development: Insights from Lapland

José-Carlos García-Rosell, Jenny Janhunen

Tourism strategies and policies are frequently calling for the development of new, competitive and even more sustainable tourism products. While the significance of tourism product development (TPD) is rarely denied among scholars and practitioners (Cooper 1999; Shani, Shani & Sena 2003), the process of developing tourism products has not been studied extensively (see Sigala & Chalkiti 2007). There has been a prevailing tendency to examine TPD as an internal business process done within large tourism organizations (e.g. Gustafsson, Ekdahl & Edvardsson 1999; Hassanien & Eid 2006). As a result, TPD is illustrated as a well-structured and rational process that is to take place within a stable and controllable environment. However, it has become evident that this way of understanding TPD faces certain limitations when apply to a small business context characterized by complex and dynamic stakeholder relationships.

To fill this gap, this study aims to examine TPD as an external process embedded in a web of multi-stakeholder relationships. To that end, the study draws theoretically on the relational perspective on stakeholder theory (Buchholz & Rosenthal 2004, 2005) and organizational improvisation (Kamoche & Cunha 2001; Moorman & Miner 1998). According to these theoretical perspectives, we argue that TPD can also be viewed as a flexible and uncertain process constituted by multiple stakeholder relationships. By relying on empirical data collected from three small tourism companies situated in Swedish and Finnish Lapland, the study take up the task to illustrate the role of multi-stakeholder dynamics in triggering and continuously supporting successful product development processes. The empirical data of this study consist of three in-depth interviews, participant observation and documentary material. The study was conducted between November 2013 and May 2014.

The preliminary findings of the study suggest that small tourism entrepreneurs play an important role in nurturing the process of TPD by skillfully managing multi-stakeholder relationships and other contextual factors. Indeed, the study shows that stakeholders such as business partners, municipality, the media and the local community assume a crucial role in the TPD process and in some cases without even knowing it. On the other hand, two contextual factors, time and place, seem to play a key role in determining the degree of significance of certain stakeholder relationships over others. Hence, TPD process is determined by the time we live in, and according to the entrepreneurs interviewed, place often plays a key role in determining what can be done within a particular TPD process.

This study contributes to TPD theory in two ways. First, by approaching TPD as an external process, we argue against TPD as a linear rational process that views stakeholders as knowledge providers. As the findings show, stakeholder relationships

play an important role in stimulating a spontaneous TPD process that may lead firms into unforeseen results. Second, the study suggests that the success of TPD relies on the ability to develop an environment of teamwork and trust that promotes an open and experimental culture.

CANCELLED: Tourism entrepreneurship in changing climate – attitudes and enterprise values in adaptation to climate change

Kaarina Tervo-Kankare

Climate change presents a significant stress object for nature-based tourism and calls for both adaptive capacity and mitigation activities in the sector. While the sector consists of several stakeholders being affected by the changing climate, the role of the operators in tourism, namely the tourism businesses, is emphasized in relation to both concepts.

However, the level of action in the sector has remained low, despite the growing awareness and understanding about the causes and consequences of the phenomenon. Several studies on climate change risk perceptions in general (e.g. Leiserowitz 2006) and climate change awareness among tourism stakeholders (e.g. Becken 2005; Hall 2006; Saarinen & Tervo 2006; Hambira et al. 2013; Hübner 2014) have indicated that knowledge and awareness about climate change does not necessarily lead to action: Awareness about climate change and its potential risks may be on a high level, but the stakeholders show no signs of proactive action (in relation to adaptation or mitigation).

One reason for the inactivity of stakeholders may be related to values. According to Leiserowitz (2006), values are considered to hold an important role as psychological stimulus for the development of risk perceptions and behavioral intentions. Therefore, an approach that focuses on the tourism stakeholders' values that affect decision-making may bring interesting new insights to the tourism and climate change research, and support the industry in adaptation and mitigation processes.

This paper presents the findings of an exploratory study that examines the values and attitudes of nature-based tourism entrepreneurs in relations to adaptation to climate change. It utilizes data from thematic interviews and surveys realized among nature-based tourism entrepreneurs in Finland and in Botswana. The aim of these studies, realized between 2005 and 2010 was to examine entrepreneurs' attitudes to climate change and climate change adaptation and to assess what kind of responses and reactions the entrepreneurs have. Moreover, the study assessed their thoughts and needs concerning cooperation and support from external actors. Values as such were not the main focus of the original study, but add an interesting point of view to the interpretation of the results.

Analysis of the data reveals issues about the views on entrepreneurship in general, on the independence and individuality of the enterprises (that mostly consist of SMEs); on the role and responsibilities of different stakeholders in the processes of adaptation; and on the attitudes towards innovations and actions in changing climate. These issues seem to affect decision-making in the enterprises, but their importance as predictors of action and

behavioral intentions needs to be studied more thoroughly. Additionally, more information is required about the role of the surrounding social environment as a co-creator of these kinds of values. Nonetheless, the research on awareness, perceptions and values in the context of climate change adaptation adds new knowledge to this field of research. Understanding the entrepreneurs' attitudes and actions in changing climate may be crucial for the future development of the whole sector.

Output growth and prices of establishments in the Swedish hotel industry

Martin Falk, Eva Hagsten

The empirical analysis of output growth and performance of hotels is a classical field in tourism research. Typically, the hotel industry in high income countries is characterised by a mature market with a high degree of competition and concentration, and declining entry rates (Kalnins, 2006). Sweden is an interesting country case for the analysis of the growth of hotels. With 29 million overnight stays in hotels in 2012, it is a small player in total overnight stays in Europe. However, growth of overnight stays in hotels between 2000-2012 is higher in Sweden than those in other Western European destinations (SE: 2.5 compared to 1.2 percent).

The literature shows that the growth of hotels and related establishments depends on initial size, age and locational characteristics (Alonso-Almeida, 2013 for Spanish travel agencies, hotels, and rural accommodations, Audretsch et al., 2004 for Dutch tourism enterprises; Marco, 2012 for 3,600 Spanish hotels). While age and size are key determinants of long-term firm growth, little is known about the role of prices for growth. Knowledge of the relationship between prices and firm growth is interesting since high prices generally signal high-quality products and services.

This paper contributes to the literature by providing first empirical evidence on the determinants of output growth and prices in the Swedish hotel industry at the establishment level. Special focus is put on the relationship between hotel prices and growth. The empirical model accounts for potential endogeneity of output prices through the estimation of the two-stage least absolute deviation model (2SLAD) with the number of competitors in given municipality as instrument. In order to allow for heterogeneity of the effects between low and high growth establishments, we use both quantile regression and Instrumental variable quantile regression methods. This makes it possible to examine the whole distribution of establishment growth through hotels with rising overnight stays, moderate growth of overnight stays and falling growth. This paper also contributes to the determinants of prices in the hotel industry. Recent studies show that age, size, location, geographical concentration and share of foreign travellers play a significant role in hotel prices (Becerra, Santaló & Silva, 2013).

Empirical results based on the 2SLAD show that the growth rate of overnight stays is significantly higher for high end hotels than that of accommodation establishments in lower price segments. Specifically, a 10 percent higher hotel price leads to a 0.13

percentage points higher output growth rate in the next five years, Using quantile IV estimates, we find that the impact of prices on growth increases when moving the lower to the higher quantiles. In addition, city hotels show a higher growth of overnight stays as compared with other types which is consistent with the worldwide rise of urban tourism. Growth is also higher for younger and smaller firms. Evidence based on the price regression shows that hotel prices decrease with the number of competitors in the same municipality upon a threshold of 12 establishments and are higher for hotels located in the capital city and for larger hotels.

Pilottesting/testing as methods in innovation processes

Dorthe Eide, Elisabet Ljunggren

Innovations are important for most firms, however when working within the experience economy innovations it becomes increasingly vital since customers often seek something new and extraordinary, and competition is often global and hard. How to work with innovations in smart ways in order to create values are therefore critical. According to Drucker (2007) pilottesting is important for learning and quality related to innovations. While many tourism firms are small and have limited resources to work with innovations, and often they are lifestyle entrepreneurs with limited management education. The innovation work can suffer from low involvement of knowledge sources, systematic work and testing. Other industries like ICT, petroleum and health sectors have traditions of doing pilottesting as part of innovation processes. As far as we know, there have not been done studies of pilottesting within the context of experience based tourism. Our general observations shows that pilottesting and other more systematic testing seem rather rare in small experience based tourism firms, but it is not absent. There seems to be a large practical potential here. Both theory and practice have motivated this study. We explore how can pilottesting/testing be done and what are the main positive and negative experiences with pilottesting/testing during innovation processes?

We use literature on innovation processes (e.g. Fuglsang, 2008; Sundbo, et al, 2013; Hjalager, 2010) where innovations are seen as practicebased, relational and often incremental. More specifically we use literature on pilottesting (Edvardsson et al, 2010; Valminen & Toivonen, 2011; Sanden et al, 2006) and customer-involved innovations (Mannervik & Ramirez, 2006; Helkkula & Holopainen, 2011; Hoholm & Huse, 2008; Edvardsson et al, 2006; Sundbo & Toivonen, 2011).

Qualitative cases (thin or thick) within nature, culture and/or food based experiences in Norway are studied, through a mix of semi-structured interviews (mostly with managers), participatory observations, and/or written material. Data is analyzed within and then across cases, using an explorative design and hermeneutic-phenomenological approach.

Preliminary findings: First, *when* pilottesting/testing is done varies. It is most usual to test when trying out the new design seen as a pilot or sold as a new product; however the study shows that there are important benefits with starting in earlier phases of the innovation processes. Ideal models of testing during innovations are developed. Second, *how* the testing is done varies, some use tools and/or different medias. Three, *who* is involved in the testing also varies, some mainly involves customers (end users), others

involves mainly tour operators/large B2B customers, mainly suppliers, employees or cooperators, some involves a mixture. The more involvement of different actor types, the more open innovations. Four, the main *benefits* of testing are increased knowledge and learning; increased involvement; increased concretizing, systemizing and quality; increased relevance of innovation (including market orientation) and prevention of bad innovations. Five, *challenges and potential negative effects* are presented.

Main findings are discussed in relation to the literature, showing how we contribute with new theoretical knowledge about innovation processes within experienced based tourism.

Value creation of networks and networking for small enterprises and destination development

Irene Cecilia Bernhard, Kerstin Marianne Grundén

Literature recognizes that networks and networking are vital for firm performance and enterprises of all sizes are joining international networks (Lechner & Dowling, 2003; Bernhard & Karlsson, 2014; Cesário & Noronha Vaz, 2014;). Further research claims that networking is an important business activity for entrepreneurs, especially important for small businesses during start-up, which can then contribute to the growth of the business and superior performance. The emerging information society challenges relations not only between public agencies such as municipalities and citizens but also small enterprises in many ways. Earlier research also claims that entrepreneurship is a key issue in destination development.

This study aims to describe and analyze the value creation of networks for small enterprises and destination development. The enterprises are located in two municipalities in a region undergoing structural change, due to the closure of a big car plant. We will focus on the value creation of different forms of networks and networking such as face-to-face and digital-based networks. Further we focus on value creation related to different actors within the networks, such as the role of entrepreneurs, municipalities, customers and sub-contractors. Theories on entrepreneurship, e-government, social media and network are important for our study.

The research method is based on case study methodology with use of qualitative in-depth interviews, observations and document studies. Twelve interviews were conducted with managers from ten small enterprises (defined as microenterprises according to European Commission (Ekonomifakta, 2014)). We contacted the public managers at the business offices in each municipality and they selected a list of companies involved in destination development within their municipality. Two of the ten enterprises were chosen from the list made by the managers. The remaining eight were selected from the list of members of the tourism company's website. The tourism company is partly owned by the two municipalities and managed by a non-profit association for tourism development. Each interview took about an hour and was recorded before transcribing. All interviews were conducted in autumn 2013 and were made together by the authors. The analysis was made by qualitative content analysis and done in two steps; first separately by each

author, after which the analysis was discussed together. This was done in order to increase the validity of the analysis. Regarding some issues respondents have received follow-up questions in order to get further understanding.

The main findings indicated that networks and municipal support were important for the small enterprises. The municipalities could for example support network building for destination development. The use of local e-government was hitherto limited to e-services for public procurement. The respondents did not ask for more municipal e-services, but that could be a consequence of their limited experience of the potential of local e-government.

The respondents stressed the importance of face-to-face contacts for establishing and maintaining their networks. The use of social media among the enterprises was limited due to lack of time, competence and motivation for most of the enterprises, although the potential of social media for marketing was seen as extensive. A few of the respondents on the other hand were very skilled in their use of social media, as a consequence of their professional knowledge and business orientation. Strategic choices of networks and relevant competence to handle social contacts (both face-to-face and digitally) contributed to the value creation.

This research provides insight into and deeper understanding of some important aspects that contribute to value creation for small enterprises and destination development. The case studies are part of the research project "Maritime Inlands - past, present and future strengths" (Marifus) financed by Interregional European Union Regional Development Fund (Interreg IV A).

Meal quality as value added to event and festival experiences

Kai Victor Hansen, Reidar Johan Mykletun

This paper reports results from a pilot study focusing on the quality of the food and meals at a few events and festivals in Norway. Noteworthy, the newspaper journalists commenting event quality almost never focus on meals and food quality (except for dedicated food festivals), while waiting lines for beer sales may be mentioned. Also studies on festivalgoers' experiences usually omit this topic, while topics like the core festival program, social interaction, weather conditions, accessibility, and crowding are reported as significant components of their event experiences (e.g. Cole & Chancellor, 2009; Getz, 2012). However, we argue here that a quality meal experience may add value to the experience and satisfaction of the festival goers. The research question address how quality meal experiences may be facilitated at festivals and events, leaning on the Five Meal Aspect Model (Gustafsson, Öström, Johansson, & Mossberg, 2007)

Food supplies offers to the festivalgoers at three events were investigated. The "menus" from the different food suppliers were collected and then analysed using content analysis. The data collection was supplied by observations of sales and eating areas, and with interviews with organisers and festival goers. Notes were taken and analysed for content.

The food offers varied across events. Except from the food festival, it was by and large hand-held "dishes" with high calorie content and otherwise limited value as human nutrition. Most "dishes" were greasy and not easy to consume without dripping dressing etc. on cloths or the ground. Consuming these "dishes" was by far an aesthetic endeavour as they were too high and made the cheek, lips and nose picking up dressing or other juices from the food. The "dishes" were generally served in paper or plastic wrapping with drinks in paper or plastic cups or glasses. The above also applied to a large extent to the food served for athletes in sport events and even in VIP-areas.

The meals offered by the event sector opens for creative entrepreneurial efforts, combining interests of nutrition, aesthetics, and wrapping in development of new "dishes". Increased attention to these issues should contribute to more healthy and enjoyable meals and making it more environmentally friendly, thus increasing the sustainability of the street-food production in particular, reducing food waste, and the event sector in general. Moreover, new street-food at events might contaminate to the street-food producers in general.

Special Track: Popcultural Tourism

Broadening the experiencescape/servicescape concepts: evidence from popular culture destinations

Christine Lundberg, Kristina Lindström, Maria Lexhagen

The servicescape is a central concept within the service marketing literature based on rationally worked out presentations of an environment. It is vital in creating the service experience, and communicates powerful messages to the consumer about the expected quality of the experience (e.g. Arnould, Price & Tierney, 1998; Aubert-Gamet, 1997; Babin & Dardin, 1996; Baker, 1987; Baker, Grewal & Levit, 1992; Bitner, 1990; 1992; Booms & Bitner, 1982; Donovan & Rossiter, 1982; Mehrabian & Russell, 1974; Tilly, 1994). Yet, the branding and marketing of places hides the different value constructions behind such commercial activities. Furthermore, much of the servicescape research has been very conceptual, focusing on only one of the physical elements of the physical environment (Countryman and Jang, 2006). One of the objectives of this research is to attempt to fill that gap by categorising all aspects of the servicescape based on data from popular culture destinations and an elaborated model of analysis for servicescape elements.

More specifically, the aim of the paper is to elaborate the notion of servicescapes towards a more holistic understanding and application of the concept. The fact that the tourism experience involves complex interactions with the physical and cultural landscapes of the tourist destination, leading to complex positive and negative impacts in the local communities, evidently looping back affecting the consumer experience, implies an extension of the concept of servicescape. In this more complex context of tourism consumption, Mossberg (2007) has suggested that the servicescape concept should be

substituted with the broader experiencescape concepts to better reflect that in tourism, the service product is not limited to one company and service environment but rather a combination of service providers at a destination or experience environment. We argue that the spatial dimensions of the concept need to be even further developed to incorporate the geographies of tourism. The primary data included in the study further supports this claim.

A total of 278 photos and 20 video clips captured at four popular culture tourism destinations were included in the sample. The four destinations, all related to the popular culture phenomenon the Twilight Saga, are located in USA (Forks, La Push and Port Angeles), British Columbia, Canada, and Italy (Volterra and Montepulciano). NVivo9 was employed for the analysis of data in two stages. The first stage was to analyse secondary data (literature) to develop a model for analysis of primary data (stage two). The analysis approach can be described as an a priori analysis based on a model generated from previous research within servicescape and experiencescape. However, the research design also included a post hoc analysis allowing for new nodes/(sub)categories to be developed, when applicable, from empirical data. Findings show that evidence from the popular culture tourism destinations supports previous research as regards elements of the servicescape and experiencescape concepts. In addition to this, two new empirically generated subcategories were developed clearly related to the geographies of tourism. Alas, support for a more holistic approach to the servicescape and experiencescape concepts was found.

Film tourism collaborations – a critical discussion of stakeholders in

Interreg destination development projects

Lena Eskilsson, Maria Månsson

Film, film products and following film tourism are all examples of culture as well as being phenomena related to culture. They are also increasingly connected to regional economic growth. Even though there are difficulties in evaluating film tourism projects there is 'hype' amongst destination developers to search for local film products to exploit for touristic purposes in order to create growth at the destination.

Many different stakeholders need to collaborate in the making of film and other media products as well as in developing the destination. Heitman (2010) considered the following partners as crucial for destination development focusing on film tourism; the destination management organisation, tourism businesses, film industry, tourists and community. What Heitman is missing are film commissions which are becoming more and more involved in the process of developing film tourism. The number of film commissions has grown rapidly in the last two decades (see Månsson and Eskilsson, 2013).

Film commissions used to have a production specific focus, mainly trying to attract film productions and neglecting the effect a film production could have on a region in a more touristic context (Hudson 2011). However, that has now changed and besides a focus on impact on jobs created, growth in local tax revenue, new business activities and

expenditure along the way while making the film, film commission are now actively involved with film tourism as it is seen as having a long term economic benefit (cf. Cynthia and Beeton 2009). Moreover, the growing interest by film commissions and other stakeholders are due to film being seen as a fast-growing creative industry that will generate revenue and growth to the local economies.

Film tourism is known in research and by practitioners but the knowledge when it comes to different stakeholders' actual work with these issues is less established. Destination development is a complex work, characterised by different agendas and interests. The aim of the paper is to critically discuss film tourism development projects, especially collaborations between film commissions and various tourism destination organisations. In order to explore this field we have chosen to analyse a film tourism Interreg project, one of several ongoing EU funded projects. The empirical material has been collected in liaison with a project called *EuroScreen* that has eight participating regions from all over Europe. The different collaborating organisations represent film commissions, regional development agencies, municipalities and Lund University as an academic partner.

This is ongoing research so at this stage we have only preliminary findings to present. One of the main finding is the different and often conflicting starting-points and agendas from the different stakeholders in these projects. A reason for this is for example the diverse knowledge base that causes a prolonged initiation phase. The idea of measurability is another complicating factor since there a conflicting understanding of what is possible to measure. The final conclusion this far is the question of transferability; to what extent can one best practise be duplicated to another place. There is a search for best cases that can be used as role models that totally neglects local characteristics.

Bollywood by the Baltic Sea

Szilvia Gyimothy

This paper studies the character and impact of popular cultural place-making in the Øresund region, with focus on emerging Asian markets. Having recognised the commercial opportunity residing in colourful Bollywood-style films, new cross-sectoral and public-private alliances are emerging in European destinations. Scenic locations of Swiss mountains, Mediterranean villages and Scanian pastures are increasingly featured in Indian cinematic blockbusters (like *Veer-Zaara*, *Zindagi Na Milegi Dobara* and *1920*) and subsequently play a central role in shaping the contemporary Occidentalist imagery of European tourismsapes.

This paper assesses commercial and public diplomacy endeavours to attract Bollywood productions (and subsequently, Indian travellers) to the Øresund region, by using Sheppard's analytical framework of positionality (i.e. relational place-making across 'glocalised' alliances and asymmetric rural-urban interactions). The aim is to map the complex staging ecology of globalized experience economy, revealing multi-scalar and path dependent relationships among filmmakers, international fan communities and regional tourism production systems (incoming bureaus, destination marketers and development agencies).

Through ethnographic fieldwork and qualitative interviews, contested place meanings, intergroup conflicts (highlighting different Swedish and Danish priorities) and strategic solutions to pop-culture induced tourism development are addressed. The study paper will inform territorial valuation models pertaining embarking on a popular-culture induced development trajectory.

Special Track: Food-place nexus I

Taking stock of the 'Noma'-effect food images and preferences at Danish coastal destinations

Anette Therkelsen

Countless tourism destinations are marketing locations on local food and meal experiences these years, believing that this will increase the earnings of food producers and tourism businesses alike. In a Danish context, a widespread idea, furthermore, exists that the gastronomic success of the country, led by the best restaurant in the world (Noma), has boosted the Danish food-related image to an extent that it is of benefit to the whole country. The question is, however, whether the 'Noma'-effect extends beyond the capital into the rural periphery. Hence central to the present study is to identify what constitutes the food image and preferences of tourists to Danish coastal destinations, and if any trickle-down effect is detectable from the national, upscale culinary image.

The study of food consumption in tourism is still at an early stage, and when looking at the existing literature, the wining and dining out experience is in focus at the expense of the self-catering aspects of tourism-related food consumption. Furthermore, the niche market of gourmet tourists, for whom food and meal experiences are the reason to go, have been given research priority over the volume of the market for whom food and meal offers constitute but one among several important holiday experiences. It is the volume segment of self-catering tourists that is in focus here. Theoretical attention is, furthermore, directed at the research that considers tourism-related food consumption as multi-faceted, carrying a variety of meanings and providing different experiences often during the same holiday.

Qualitative interviews with both foreign and domestic markets facilitate a discussion of food imagery and preferences across a broad variety of consumer groups. More specifically, German mature couples and families with children, Norwegian mature couples and Danish families with children are interviewed on their visits to coastal destinations in Denmark. The respondents can be identified as self-catering tourists, though this also includes going out for meals during a holiday.

Preliminary findings suggest that the effect of the upscale national culinary image is at best minimal. Both foreign and domestic markets associate Danish coastal destinations with quite generic food products of good quality, and the experience gained from self-

catering is mainly one of social bonding and healthy living. Associations in relation to restaurant meals vary, in that both images of traditional, rural meals and images of fast food meals appear from the data, and the experience gained from eating out is a hedonistic experience to some and an experience of social bonding particularly with one's children to others. In short, so far no traces of an innovative culinary image are detectable in the data. What is more, it seems of limited relevance to self-catering tourists in view of the other, non-culinary meanings that tourism-related food consumption predominantly carries.

The relationships between food and place

Paul Edward Cleave

The aim of this paper is to demonstrate the values, significance, and experience of local food and place, in the context of tourism. Utilising historical data and documentary source materials, it aspires to show how an appreciation of earlier food interests influences those of the present. Its methodology draws on empirical and qualitative research (including interviews with producers and consumers/tourists and documentary evidence - photographs, diaries, and regional guide books), it examines how, and why relationships with food and place have developed. These, it proposes change over time demonstrating an evolution in food production and consumption. Examples from the past century will be employed to demonstrate how, through the eras of tourism's history initiatives such as the British *National Mark* scheme, introduced in the 1920s, and current interests in Food Tourism, Slow Food, and celebrations of food reflect prevailing culinary place associations, tastes and styles.

This paper will embrace a case study of the South West of England, a region which has established a contemporary food culture, but one that was born out of a long association between food production, consumption and place. It is promoted as a food destination, reflecting current trends in the consumption of local produce. It has the advantage that its landscape and food producing regions are synonymous with its visitor attractions, for example: *FOOD & DRINK DEVON provides a brand which is easy to recognise and the reassurance of quality which represents all that is good about Devon.*

However, this belies a longer, deeper interest, one rooted in the associations between the high quality of the food produced in the region and health. The relationship between food and place has many associations, (for producers and consumers) ethical, environmental, green, and sustainable. For many the food place nexus represents the convergence of the culinary and gastronomic experience. In an era of complex food interests, the relationship between food and place is apparent, terms such as: Protected Geographical Indication, PGI, Protected Designated Origin, PDO, and Traditional Species Guaranteed, TSG, are an indication of the significance of place in the context of regional and local food.

Maintaining, and building on the food production/culinary heritage of a region, is of benefit to the resident, tourist communities, and those involved in food production, tourism and policy making. In terms of the food place nexus, developments in food tourism (Hall and Sharples, 2003, Croce and Perri, 2010) and the promotion of local food,

the search for new culinary experiences, reflect an underlying quest for the authentic and traditional (Goffman 1959, MacCannell, 1973, Quan and Wang, 2004). Changes in consumer tastes and aspirations, and eating for pleasure and leisure (Mennell, 1985, Spencer, 2003, Burnett, 2004) are documented, but tend not to emphasise the context of food and place. Local food and regional dishes reflect the scope of food and place, today, place based descriptions have largely replaced the hierarchy, and terminology of classical haute cuisine. For example, food is often described in relation to place, production, differentiation, and the origin of ingredients. This is evident in many food outlets, from Michelin star restaurants, to street food and food festivals.

The significance of place, and the origin and integrity of food and its history, represent a culinary continuity, and development. The food/place nexus evokes memories and associations of a culinary and gastronomic landscape. These are reinforced through marketing, promotion and consumption. They are part of rural, urban and rural heritage and tradition, a culinary cooperation and co-production valued by resident and tourist communities.

Business of culture: use of food and walking tours to add values to tourist's experience

Christine Lim, Gladys Lam, Giancinta Saw, Zhanghui Ye

Although Singapore is one of the smallest countries in the world (land area of 716 square kms), it has experienced considerable success in attracting international tourists. It was ranked the world's fourth most visited city in the 2013 Mastercard survey of the top 20 global destination cities. Its unique environment, among others, is characterized by its heritage and cuisines which embrace the rich ethnic diversity of Chinese, Malay, Indian and Eurasian culture. With increasing demand by international visitors for more authentic local experiences, food tours regarded as 'fusion' tourism product (of food, history and culture), can add value to tourist's experience in Singapore. Since food is related to people's social and cultural background, food experience by tourists is associated with experiencing the local culture. The objectives of the research are to:

- examine the factors affecting the attractiveness of Singapore food tours.
- highlight a social enterprise initiative (entitled Singapore Footprints) by student volunteers to share history and culture with tourists through walking tours.

A total of 173 person-administered questionnaires were used for data analysis in the food tours research. The survey was conducted using iPad tablets to boost the level of participation as the interface of the device was more aesthetically appealing and user-friendly. Factor analysis was performed to group the items into the underlying factors using the varimax orthogonal rotation method. All the items with loadings of 0.5 (and higher) were retained. The reliability and validity tests were conducted, and Cronbach's Alpha values greater than 0.8 and Kaiser-Meyer-Olkin of 0.71 were obtained. Additionally, the findings show that 3 components instead of 7 should be selected to examine the Attractiveness of Singapore Food Tours. The main results include:

- Respondents were from 26 different countries.
- 82% had tried local food and 73% of the respondents were in Singapore for their first time.
- 81% of the respondents had not heard of Singapore food tours. Almost all had not joined a food tour in Singapore.
- Tourist's Perception of Singapore Food, Expected Tour Experience and Perceived Value of Tour were significant positive predictors of the Attractiveness of Singapore Food Tours.

Food has been identified as an effective tool in promoting and positioning destinations. Our findings show that food tour operators should:

- continue to improve on their marketing channels especially since the majority of the respondents had little or no prior knowledge of Singapore food tours.
- look into the pricing and itinerary of their offerings to provide optimal value to enhance tourist's experience.

A related topic to the above research is Singapore Footprints which provides free and experiential walking tours to visitors during the weekends. A social enterprise initiative started by students in 2012, the project has seen more than 1,000 participants joined the tours. Sharing stories about places to the audiences, the student guides (Walkaholics) take them on a scenic trek to view some modern developments, and to venture off the beaten track on a cultural trail to appreciate mixed ethnicity in the multi-racial society of Singapore.

Value Of Tourism For Sustainable Development II.

Sampling methods in Icelandic tourist destinations

Gyda Thorhallsdottir, Anna Dora Saethorsdottir, Rögnvaldur Ólafsson

The number of foreign visitors to Iceland has increased greatly in the last few years, or 70% between the years 2010 and 2013. Neither the Icelandic government nor the tourism industry was prepared for such an extensive increase. Little was known about tourist perception in highly visited nature destinations.

In 2014 the Icelandic Tourist Board gave the University of Iceland a grant to study the experience and perception of visitors in eight highly visited areas in South- and West-Iceland. The research areas are Djúpalónssandur on the Snæfellsnes peninsula, Hraunfossar in West-Iceland, Þingvellir National Park, Geysir, Seltún on the Reykjanes peninsula, Sólheimajökull, Þórsmörk and Jökulsárlón in South-Iceland. Þingvellir, Geysir and Jökulsárlón are the most visited research areas with over 14.000 visitors per week during the high season. The other areas have up to 7.000 visitors per week during the

high season.

The research is done in three periods, high season (June-August), shoulder season (October) and winter season (January-February). Questionnaires are used to collect information on visitors' experience and perception of the areas.

Before the field work the required sampling size had to be calculated. As the number of visitors to the research areas was not known, an estimation using other type of data had to be made. In Þingvellir, Geysir and Þórsmörk the required sampling size was calculated from replies to a 2011 questionnaire at Keflavík Airport where outgoing visitors were asked which destinations they had visited. For the other places the number of visitors was estimated from the number of vehicles previous years obtained from the Icelandic Road and Coastal Administration or Rögnvaldur Ólafsson. Finally the number of visitors was extrapolated to the year 2014.

Following is a case study from Hraunfossar where data from the Icelandic Road and Coastal Administration was used. During the same dates as the research was performed in 2014, 1.380 vehicles came to Hraunfossar in 2013. Using data from Skaftafell in Vatnajökull National Park, the average number of passengers in each vehicle was assumed to be 3,8. This means that 5.244 visited Hraunfossar during this period in 2013. The increase between July and August 2012 and 2013 was 12%. Assuming the same increase between the years 2013 and 2014, 5.873 visitors would arrive in Hraunfossar during the 2014 research period (9th to 14th July). Using 95% confidence level and 2% confidence interval a sampling size of 1.704 would therefore be needed.

To obtain the response rate and the ratio between the groups arriving in private cars versus busses, vehicles were counted using a vehicle counter. To find the ratio between visitors arriving by bus and private cars, busses were hand-counted as well as the number of passengers in each bus. The average number of passengers in each bus was found to be 23. From other research the average number in private cars was known to be 2,5. Private cars turned out to be 94% and busses 6%. This means that 61% of the visitors arrived by private car and 39% by bus.

In Hraunfossar a total of 1.285 replies were obtained, 65% from private cars and 35% from busses. The total response rate was calculated to be 24%, which means a confidence interval of 2,38. The response rate in private cars was 26% and 21% in busses. The weight of the groups can be adjusted accordingly.

Biosphere reserve ecotourism in Lake Vänern Archipelago with Kinnekulle, Sweden

Fredrik Hoppstadius, Cecilia Möller

This paper presents work in progress with a planned empirical study focusing on the societal question of how to achieve real sustainable development. The study is part of a PhD-project in human geography. Biosphere reserves are meant to function as learning sites for sustainable development. The study will take place at a biosphere reserve based on four basic values of borderless cooperation, sustainable social design, knowledge of

the biosphere and successful sustainable economic development. The study will focus on ecotourism entrepreneurs in the biosphere reserve and aims to enhance the understanding of place-specific processes in sustainable development by analysing collective objectives, bottom-up approaches, motivation and interactions. How do the ecotourism entrepreneurs work toward sustainable development? What effect does the biosphere context have? What can learning processes and entrepreneurship in a tourism setting and a biosphere context tell us about sustainable development?

The study will theoretically relate to learning processes and sustainable entrepreneurship. It is important to understand and discuss the place specific processes of how real sustainable development is achieved in order to increase knowledge in understanding of theoretical and practical applications of sustainable development. The importance of and advocacy for learning in biosphere reserves together with ecotourism's simultaneous production and consumption provide a good entry point for analysing sustainable development. The ecotourism entrepreneurs sell a product whose quality is linked to their sustainable development efforts. The tourists that consume the tourism product are present at the locality, and can partake in the coproduction of sustainable development together with the entrepreneurs and the receiving region. The conference presentation will discuss the methodology and layout of the study that is to be undertaken during autumn 2014.

The Use of local knowledge to improve geotourism planning – a case study from Katla Geopark, Iceland

Rannveig Olafsdottir

The importance of integrating local knowledge into regional tourism planning is recognised as critical for sustainable tourism management. Local knowledge reflects the diverse range of opinions of particular places in the community as well as different values, emotions and perceptions of a place that are of vital importance for sustainability of a place, both for the local community and tourism development. This study attempts to provide a framework to improve community participation in geotourism planning in the Katla Geopark in Southern Iceland by integrating knowledge at local as well as expert level. This integration is being achieved through the uses of Geographic Information Systems (GIS) through a participatory mapping exercise (PAGIS). The overall aim is to compare and contrast the exercises in order to establish the uses of maps and GIS in tourism development and future tourism planning of the geopark. Building on this comparison GIS is further being used to analyse the causal relationship between the diverse interests groups. An integrated approach to tourism planning and development is advocated to ensure a more holistic use of the geopark for tourism and product development in a sustainable manner.

Becoming a creative destination. Theories for promoting and make use of innovation

Eddy Nehls

This paper is both a presentation and an invitation, to a conversation regarding the pros and cons of my theoretical work in the area of Trollhättan/Vänersborg, to promote the becoming of a creative tourism destination that is both prosperous and sustainable. My research is abstract and theoretical but the purpose is to give people tools to think with that can be used in society to build a collective and better understanding of culture, which in turn can be used to promote creativity, innovation and sustainability. In this paper I am investigating new ways to think about economic growth in the tourism industry that is both innovative and sustainable, and at the same time engage a wide spectrum of local residents and different kinds of actors and stakeholders in the process of becoming an interesting and attractive destination. The purpose is therefore not to say anything about the present situation or to discuss best practices, but to value different paths towards an open ended future and to emphasize the concepts becoming and collective engagement.

To meet the challenges I am arguing that a new understanding of knowledge is needed. If we want to promote both creativity and sustainable economic growth in the tourism industry we need tools to handle complexity and also new ways to understand and work with culture, which is emphasizing change and motion more. Both support for this and tools to think with I find in the work of the French philosopher Gilles Deleuze and his concept of conversation. I also use Bruno Latour and the Actor Network Theory (ANT) as a reference point and as inspiration, as well as insights from the pedagogic field of Work Integrated Learning (WIL). Deleuze has resembled thinking with throwing of a dice and this means that thinking must be understood as something that occurs in between actors, within context. He also argues that chance is a factor that must be taken in to consideration everywhere because the future is an open ended, collective process. This is why I am critical about the concept of best practice and argue that we need new ways to think about destination development. The outcome of a cultural process can never be regulated beforehand or in detail. It is in the middle, in between actors, that knowledge and also economic growth emerges. When this understanding, this focus on the future, is implemented in a context it opens up for new and innovative ways to develop the local economy and the destination. Innovations and innovative solutions cannot per se be described in advance, only discovered in retrospect. To make use of the result of my research the skill to detect and catch the opportunities that arise in between has to be both developed and spread widely among people that live and work in the area and as many different kinds of actors as possible has to be engaged.

My contribution is mainly theoretical, but because theory is often forgotten or taken light hearted, the result is important. When we understand that a place or a destination is never finished; that it is in a constant state of becoming, and when this ontology is widely accepted among people connected to the destination and the epistemology is implemented in the work, the chances to find new and creative ways to develop the economy and the destination increases. Theory is never just theory!

Guided tours for socio-environmental change

María José Zapata Campos, Patrik Zapata, Maria Jylkkä

Infrastructures such as landfills, sewage plants, and district heating plants, constitute the dark and unknown city that very few can see. In Goffman's terms, such infrastructures are part of the back region of the city: those places that are hidden from the sight of the residents living in the 'front' city, yet they perform a critical role for a sustainable urban development. The invisibility and taken-for-grantedness of well functioning infrastructure, and the impossibility of outsiders to see into them, has implications for how infrastructure is imagined and thought of; as the acknowledgement of the connection between the utility user and its environmental footprint. One exceptional way to for outsiders such as tourists, students, practitioners or researchers to enter the city back regions is through guided tours that allow access to infrastructures that are ordinarily closed for visitors.

This paper examines the politics of guided tours to environmental infrastructures. It is informed by the case of guided tours provided to secondary school students to infrastructures such as waste incinerators, landfills, recycling stations and biogas plants, in several cities in Sweden. The main data are visual and textual observations recorded from these guided tours, and with interviews with tour guides. The paper discusses how guided tours are promoted to gain and maintain social legitimacy and used to strengthen the myth of infrastructure as symbols of modernity, growth and progress. Yet the tours can also be used to reconnect and elucidate the infrastructure's users with their environmental footprint and thus lead to a change in values and processes of socio-environmental change.

Norms and behavioural intentions in the context of sustainable tourism

Rouven Doran, Svein Larsen

Previous research suggests that norms can have powerful effects on the willingness to behave in an environmentally friendly manner. For example, studies have shown that decisions to engage in pro-environmental behaviours tend to be influenced by the presence of descriptive norms (i.e., how other people behave), subjective social norms (i.e., how other people expect me to behave), and/or personal norms (i.e., how I expect myself to behave). The present research is part of a larger investigation, which aims at identifying individual and social factors that may influence people in their decision to engage in pro-environmental behaviours while travelling. This particular paper seeks to explore the relative importance of different types of norms in explaining behavioural intentions, and reports on a study investigating associations between these variables in the context of sustainable tourism. Some of the behavioural domains addressed in this study have clear economic relevance for the decision-makers such as paying more for a trip if this helps to protect the environment or purchasing environmentally friendly tourism products although this might be more expensive. Preliminary findings are presented, and implications for future research and destination management are noted.

Values Of Tourism For Society And Communities I

Sami in tourism areas: how to adapt a traditional lifestyle to a tourism landscape

Christina Eva Engström

The Swedish mountain range is hosting diverse land interests and a variety of economic activities. The Scandinavian indigenous people - the Sami's – use the mountain area for their reindeer herding. Others utilize the mountains and nature for recreational and commercial activities such as tourism. Hence, the diversity of land use, represented in the area are extensive. During the past decades tourism in particular has arisen as a prominent economic activity in the mountain range. Large scale tourism facilities have been established and especially the southern parts of the mountain area have become one of the most visited tourism areas in Sweden. This raises questions on how tourism affect the local indigenous people - the Sami's – and their traditional way of life. How do they perceive the influence of large-scale tourism in their landscape and how do they adjust to this?

Previous research has suggested that there is a highly diversified approach towards tourism among the Sami's (e.g. Müller & Pettersson, 2001; Müller & Kuoljok Huuva, 2009). Tourism has been mentioned as disturbing the reindeer husbandry, by intrusions on grazing areas. Others have appointed participation in tourism activities as an additional income opportunity and/or a means for taking control over tourism flows in the sensitive grazing areas. Additionally, earlier studies suggest that most of the Sami's expressing a positive attitude towards tourism is seldom involved in the reindeer herding. Hence, the relation between the Sami community and tourism is complex and multi-layered.

The purpose of the paper is to investigate how the Sami community in practice function when large scale tourism businesses is closely located to their lands. The focus is on how the Sami's adapt/adjust to tourism. Hence, the main objective of this study is to extend previous knowledge on Sami perceptions towards tourism and bring forward an understanding of how the diverse perceptions of tourism is handled in reality/everyday life. Questions framing the study includes; What measures does the Sami take in order to maintain a traditional lifestyle?; How does the Sami's treat the problems/potentials associated with a closely located tourism industry?

Semi structured interviews are conducted with individuals from two selected Sami communities, close to large scale tourism destinations in the southern parts of the Swedish mountain range. Important aspects of the interviews are thoughts and opinions about the role of tourism and tourists within Sami 'territories' and the role of tourism as a potential for businesses and income.

Preliminary results indicate that a close and frequent dialog between the Sami's and the tourism entrepreneurs is crucial in order to maintain a traditional Sami lifestyle and reindeer herding. By a continual communication between the different actors active in the

mountain area and a mutual responsiveness to each other's needs the chances of a fruitful co-existence increases. However, the study also suggests that there still is problems associated with the relation between the Sami's and the tourism industry, which requires further attention in order to be sorted.

The use and non-use values of events: a conceptual framework for event evaluation

Tommy D. Andersson, John Armbrecht, Larry Dwyer, Erik Lundberg

An important focus of current research has involved the holistic assessment of event impacts, including social, cultural and environmental impacts as well as economic impacts. Events create externalities that can be understood with the help of concepts such as Use and Non-use values. To date, these concepts have been developed and applied primarily within environmental economics as comprising what economists call 'total economic value'. They have been used to understand the benefits and costs that occur both for users of natural resources and for non-users, i.e. individuals that are affected by positive or negative externalities linked to, for example, the preservation of natural resources. They have also been established within cultural economics to understand the values created by, for example, cultural institutions and art. A more recent development has been the application of Use and Non-use values in the contexts of events and festivals. The link between cultural institutions and events can be established by the cultural content of many events and festivals. However, the adoption of these concepts can also be linked to the notion that events have wider societal impacts, beyond economic impacts or the financial injection of new money.

The aim of this paper is to conceptualize Use and Non-use values in an event context. A literature review of the definitions and applications within the fields of environmental and cultural economics will be the basis for the conceptualization, as well as the recent applications in the event context. The conceptual framework provides a view on value creation of events, including both visitors (users) and local residents (non-users). Use values are discussed in terms of *direct* and *indirect use value* which can be linked to different aspects of the event experience by participants, visitors and destination residents. Non-use values, on the other hand, are discussed in terms of *option value*, *bequest value*, *stewardship*, *altruistic value*, and *existence value* and how these values can (if at all possible) be related to a wider group of event stakeholders. The paper contributes an alternative perspective on event evaluation compared to standard approaches. This perspective also provides a fertile agenda for more detailed research on the role and importance of different types of values in event assessment.

The values of tourism for multi-ethnic communities: a case study of Baluchis in Iran

Ahmad Reza Sheikhi, Agustín Santana Talavera, Heredina Fernandez

One of the problems of multi-ethnic communities like Iran is the ethnic groups and the challenges that in many cases have jeopardized many countries and led to the collapse of political systems. The aim of this investigation is to find the suitable strategy for these challenges and ethnic crises in Iran with the emphasis on ethnic studies in Iran's Baluchistan as a case study. This study attempts to provide the appropriate guidelines for the management of ethnic diversity and appropriate policy through values of tourism to benefits from exotic culture of the ethnic groups and thus creating solidarity and enhancing national integrity.

This paper focuses on the diversity ethnic group's culture as a unique form of tourist's attraction, to preparing suitable options for ethnic groups to introduce exotic cultures to domestic tourists in Iran. So, the main question of this study addresses that tourism have values to increasing national integrity and endless current ethnic crises in multi-ethnic communities such as Iran.

The findings of this study show that value of tourism in communities of ethnic groups had a significant role in reducing ethnic challenges and integrity of national solidarity for 98 %, tourism have impact for end the ethnic discrimination and injustice against ethnic groups for 96%, the role of multiculturalism and respect for ethnic groups' cultures in national solidarity for 93 % through tourism possible, and finally discrimination in government economic investment in Iran's Baluchistan comparing with others provinces of the country for 83% through the values of tourism disappears.

The results obtained in this study indicate that the value of tourism comparing with the other options on solving ethnic crisis in Iran Baluchistan is very notable.

Tourism entrepreneurship: NGOs, clientism and projectitis

Ingeborg Marie Nordbø

Entrepreneurship and small business start-up is, on a global scale, increasingly promoted as a prime motor for economic development, not least in rural areas where the economic situation often is pictured by a dramatic decline in primary industries, and where few other alternatives for economic development are seen as viable. Correspondingly local citizens in both developed and developing countries are, through a number of policy instruments and support initiatives, stimulated to initiate entrepreneurial activities and set up their own private business or project. In the eye of the author entrepreneurship in this context can be understood as a management trend, where the idea of entrepreneurship as a rural economic development strategy has been developed in the West, and where we during the last decade or so have observed how this idea is increasingly being diffused to other geographical areas and contexts by international organizations such as the World Bank, development consultants, media and other

proponents. In the context of other types of ideas that have been diffused and translated, as with sustainability and CSR, studies show that such diffusions also can be problematic and give consequences when actors from different contexts meet (Kahn et.al. 2007; Schwartz, 2012; Berglund & Schwartz, 2013). In this article I combine qualitative interviews, concepts and theories from institutional theory on organizations and social origin to shed light on a NGO initiated rural tourism entrepreneurship project in an indigenous development area in Lago Budi, in the south of Chile.

Comparing tourism statistics of a country with international standards:

Evidence for Iceland

Cristi Frent

Iceland has produced official tourism statistics starting with 1984 when the survey on accommodation establishments has been launched by Statistics Iceland. With some improvements over the years, this survey has been continuously carried out since then. In addition, since March 2002 it is Icelandic Tourist Board (ITB) who started to count regularly the number of visitors leaving Keflavík Airport, the main entry/exit gate of the country. Together with some demand-side surveys on tourists, irregularly conducted in the last years and commissioned by ITB to private research companies, at present these are the main data sources specific to tourism statistics in Iceland.

Once the new international standards on tourism statistics (named International Recommendations on Tourism Statistics 2008 - IRTS 2008) were endorsed by United Nations World Tourism Organization (UNWTO) in 2008, there is a necessity to see how Iceland is coping in this field. Iceland is not a member of UNWTO but this does not mean that the country is not interested in having tourism statistical data comparable at international level. Moreover, as a member of European Economic Area (EEA) Iceland has to comply with parts of European Union (EU) legislation and this includes also the Regulation 629/2011 concerning European statistics in tourism. This regulation is in fact an adaptation at EU level on the international standards in tourism statistics. There is a particular concern for improving the existing system of tourism statistics in Iceland and for this to happen, a thorough assessment of the concepts and methodologies is needed.

The aim of this research is to assess the system of tourism statistics in Iceland in meeting the requirements of international standards in tourism statistics as defined by IRTS 2008. It is important to mention that only IRTS 2008 as international standard in tourism statistics will be considered in this analysis. The other international standard namely Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA:RMF 2008) is out of the scope of this paper. However, in some cases, the EU requirements for tourism statistics are also envisaged as a benchmark.

Research method consists mainly in a comparative approach of Icelandic tourism statistics with IRTS 2008. In fact, a continuous comparison is carried out pointing out both similarities and differences (departures) from international standards. Conceptual and methodological issues were mainly envisaged as well as some measurement issues (i.e. measurement of tourism expenditure). Some deficiencies of the existing Icelandic

data sources were highlighted and several improvements were proposed.

The main results of this paper refer to a series of recommendations which could be seen as solutions proposed by the author for improving the existing system of tourism statistics in Iceland in order to comply with international standards.

This paper contributed to a better understanding of the issue of standardisation and international comparability in tourism statistics for the particular case of Iceland. It can also raise awareness of the importance of having good and sound statistics to characterize the tourism sector in any country.

Value Of Tourism For Destination Development II

An Integrative Model of Medical Tourism: Exploring the Relationships between Hospital Reputation, Destination Image, Physician, Service Quality and Physical Facilities, Tourist Satisfaction and Word of Mouth Recommendation

Yuhanis Abdul Aziz, Zaiton Samdin, Khairil Awang, Zulhamri Abdullah

Over the past few years, studies on medical tourism were usually on examining the general concept of medical tourism, including the rise and development of medical tourism and the impact of travel to foreign countries. Differing from the previous studies, therefore, the purpose of this study is to test a model which investigates the relationship between the factors with tourist satisfaction and word of mouth recommendation. The data was collected via self-administered questionnaires from 592 medical tourists in Malaysia. The results of structural equation modelling demonstrated a number of significant direct effects that provided support for the majority of the hypothesized relationships. Specifically, hospital reputation, destination image, physician, service quality and physical facilities were found to be significantly related to customer satisfaction. The results also revealed that tourist satisfaction was significantly related with word of mouth recommendation. Newly tested relationships proposed a number of directions for future research in medical tourism, and provided empirical evidence of the need for medical tourism marketers to move towards greater integration between medical treatment and services. Overall, the findings offer strategic marketing implications for medical tourist destinations.

Co-creating destination brand in South-Savo

Ira Lahovuuo, Jenni Mikkonen

Development of destination brands have become important strategic tool due to a growing competition among destinations. For tourism purposes, destination branding identifies, delineates and differentiates a destination and communicates its image as part of its appeal to tourists to experience those features and characteristics that make it distinctive and attractive destination. (Hall 1999; Blain et al. 2005) Destination branding involves a combination of services created and provided in cooperation with local stakeholders which contribute significantly to the quality of the experience (Beritelli 2011; Haugland et al. 2011). In the context of tourism and branding destinations, co-creation is a relatively new topic. While co-creation, and especially customer involvement, is already wide-spread in the development of services and products, its use for tourism purposes and destination branding have so far been studied less. Recently for example Åkerlund and Müller (2012) have studied co-creation in the context of bidding process of an event. Additional research is needed to discover how different stakeholder groups could be better involved in destination branding.

In South Savo, events and event tourism has for many years been cited as one of the strengths in the region's tourism but there seems to be only a little co-operation and shared strategic thinking between different stakeholders. This study focuses on destination branding through a co-creation process, especially from the perspective of events. The aim of the study is to identify how different stakeholders are participating in destination branding process, and how the brand could be co-created most efficiently so that the destination would become more attractive and more efficiently related to events. Additionally, the study explores which channels work best and what type of messages each stakeholder could carry.

The theoretical framework is brand co-creation which refers to the participatory involvement of various stakeholders in brand creation. Many studies conceptualize brand co-creation as a new branding paradigm (e.g. Merz & Vargo 2009) and highlight the importance of considering all stakeholders in the process (Gregory 2007; Iglesias et al. 2013). Tourism literature is consistent that destination branding is a critical success factor and a collective process (Morgan et al. 2003, Hankinson 2004, García et al. 2012).

The data is collected through semi-structured interviews. The stakeholders interviewed are members of destination management organizations (DMOs), event organizers and tourism planning authorities. Data collection is currently ongoing and preliminary results are presented at the conference. The interviews will be analyzed using qualitative methods. The analysis focuses on the stakeholder involvement in the destination branding, and how different stakeholders see their role now and in the future.

Since co-creation is only a little researched topic in the context of destinations, this study contributes to the co-creation literature by giving an empirical example and evidence on how different stakeholders can be involved in the destination branding process. The results can also be used by the stakeholders in order to create more effective branding process.

Internal destination branding and the case of 'Fresh Eyes'

Peter Kvistgaard

Destination brands contain an *internal* element (identity) and an *external* element (image). Image refers to how external audiences perceive the destination, whereas identity relates to identification/creation of values that represent the destination and internal stakeholders. Before focusing on how 'we' are *perceived* or *wish to be perceived* then destinations need to define, who 'we' actually are and thus, brand identity must be established before brand image. In a destination context, the 'we' is comprised of a multiplicity of stakeholders, and numerous branding scholars claim that some the greatest problems in destination branding are internal rather than external. Internal branding is crucial as it not only fosters ideas about 'who we are' and cooperation amongst the different stakeholders but internal branding is also the basis for external destination branding. Consequently, how to build brand identity across internal stakeholders – particularly by means of more inclusive, bottom-up approaches – has become a 'hot topic'. Therefore, the work that DMOs do has changed from traditional destination *marketing* towards destination *management* (including bottom-up approaches to creation of brand identity).

However, to actually initiate and manage such bottom-up processes seems quite challenging. As a result, destinations increasingly turn to external experts in order to facilitate inclusive, bottom-up processes. This paper discusses why processes drawing on 'fresh eyes' may be critical to successful branding. As a part of this discussion, reasons why destinations rely on external experts when seeking to establish brand identity by means of bottom-up approaches are scrutinized.

The paper is grounded in the literature on destination and place branding as well as in general branding literature.

The paper draws on a single case study in rural Denmark, where the DMO initiated a development process to define identity across local stakeholders. The case centres on the notion of 'fresh eyes' and reasons why 'fresh eyes' may benefit destination brand identity processes.

The paper's key contribution is that it introduces the notion of 'fresh eyes' and, by doing so, deepens theoretical understandings of internal destination branding processes. The branding literature tends to emphasize consistency, clear images and that it is important not to change direction if one wishes to build a strong brand. However, destinations do not seem to act consistently with such recommendations as many destinations engage in destination branding processes in an almost cyclic manner. As the actions of DMOs and especially their reliance on 'fresh eyes' in the form of external experts stand in sharp contrast to traditional branding's emphasis on long-term orientations, brand consistency and continuity, the paper further contributes with knowledge on destination branding as a potentially very unique form of branding that should not draw too much on traditional branding literature and research.

Marketing of recreational salmon fishing in Iceland: Experiences of fishing license outfitters

Thorgils Helgason

Sports' fishing for salmon in Iceland has been a part of Icelandic society for a long time. Foreign visitors have been coming to this island in the middle of the North Atlantic Ocean for number of years as it is regarded to offer one of the most outstanding fishing for Atlantic salmon in the world. In Iceland the recreational angling industry creates revenue accounting for around hundred million pounds each year when direct and indirect effects are included. The image that Iceland seems to have both as a country and as a fishing destination should be ideal for the market. A country offering pure and pristine natural environment and with fishing management striving for sustainability for instance through the practice of catch and release. In this paper the marketing experience strategies of fishing license outfitters in Iceland is examined. This paper provides new knowledge of ways of marketing for angling destination and what directions to take to get ahead of other destinations. The research is based on qualitative methods that were judged effective means to gather data from the small and tight community of the Icelandic angling industry. For this research there were conducted six individual in depth interviews with experienced outfitters. The interviews were transcribed and analyzed with techniques of grounded theory. Here two themes will be emphasized. First, what the outfitters describe as lack of coordinated marketing strategies and second, presenting opportunities that can be used to improve the marketing. The project this paper is based on is part of a larger project titled Salmon Change, hosted by the Norwegian University of Life Sciences, which focuses on sustainable development and innovation in angling. This study is the first to study the marketing experiences and strategies of Icelandic outfitters and provides a novel contribution to the field of destination marketing for salmon angling.

Tourism destination evolution: what role do 'moments' have in change?

Julie Wilson, Cinta Sanz-Ibáñez, Salvador Anton-Clavé

The 'path metaphor' - as reflected within the extensive debate on the path dependence, path creation or path plasticity concepts - has been a concern of economists and economic geographers when analysing the long term dynamics of regions and industries. In evolutionary approaches to tourism, attention has mainly been focused on studying responses given by destination stakeholders to 'triggering events', 'critical events' or 'shocks' with an impact - either positive or negative - on destinations' evolutionary trajectories. In parallel, research in urban social geography (such as Cultural Political Economy approaches) has started to engage with the idea of path dependence, talking about selective and non-selective 'moments' in urban socio-economic change - including the policies and agencies that cause economic paths to shift in direction.

Taking these new approaches into account, the objective of this paper is to offer a

conceptual model of such 'moments' over the course of destination evolution trajectories. Firstly, the concept of moments as evolutionary 'inflection points' in tourism development is introduced and discussed. Then, taking an exploratory focus we apply the moments concept to a case in a Mediterranean coastal destination region - Catalonia's Costa Daurada. The methodology for the case study includes information from previously published studies, participatory research and a review of secondary data sources.

Our proposed model of 'moments' in tourism evolution was central in analysing the evolution of a destination region as a consequence of specific local and contextual policies as well as key individuals and organisations related to the tourism restructuring process. In terms of findings, the model shed light on the role of moments as specific incidents or indeed key organisations and individuals as agents for change (and the discourses that surrounded them), as well as the different ways in which local destinations enter into and then evolve onwards from specific moments / inflection points in their development trajectory. In terms of value creation, the model offers a clearer understanding of how destinations transform, which in turn would allow more efficient and targeted urban and regional planning measures and destination management strategies.

The value of non-mega sporting events for a host destination: Evidence from the 2012 Giro d'Italia in Denmark

Grzegorz Kwiatkowski

Every day around the world, thousands of special events are held, bid on and fostered for strategic reasons, of which expectations for economic benefits are dominant (Getz, 2008). At the same time, there is a growing concern voiced by the general public whether hosting an event can really hold policy makers' expectations of generating positive economic impact on a regional economy (host destination).

To contribute with answer to this question, there is a need to understand individuals' expenditure flows attributable to the event, that is both caused by the event (attracted, altered, and crowded out) alongside with those which would have occurred regardless of the event and by doing so explain the economic impact of these expenditures flows on the host destination (Lee & Taylor, 2005; Preuss, 2005). Self-evidently, this is of crucial importance for a credibility of economic impact assessments and, thereby, serves as a padding for calculating indirect spending through standard multiplier analysis (Matheson & Baade, 2006).

However, the assessment of the existing literature reveals relatively little empirical research addressing the questions: (a) To what extent does the event lead to money inflows and outflows from event visitors that would not have occurred in its absence?; (b) What is the primary economic stimulus of these flows to a host destination (Matheson & Baade, 2006; Preuss, 2005)?

Accordingly, in an effort to calculate primary economic impact of non-mega sporting event on a host destination the study presented here adopts the state-of-the-art framework for economic impact assessments developed by Crompton (1995) and its

further extension proposed by Preuss (2005). Specifically, the application of the theoretical framework will be demonstrated based on primary data gathered (761 self-administered questionnaires) at the first three stages of the 2012 Giro d'Italia, which was staged in the Danish cities of Herning and Horsens.

Additionally, the empirical analysis will show that the estimated economic impact can be sensitive to (small) variations of basic exogenous assumptions (like the size of the impacted area or the estimated number of spectators). Finally, the relevance and importance of these findings will be highlighted in the context of the need for the provisioning of reliable estimates of the event visitor composition for future ex-ante economic impact studies.

Special Track: Second Homes

Second home owners' and locals' ways to utilize environment - conflicting and consensual issues from Finnish Lapland

Seija Tuulentie, Asta Kietäväinen

The phenomenon that tourists attach to the places they visit and then return and buy a second home has both advantages and disadvantages. One issue is related to the differing views of the use of the environment. There has been a lot of discussion on the decline of productive countryside and the emergence of countryside as a place of consumption which is socially dominated by people who only stop by. This affects to the ideas of how to use environment and natural resources.

In areas such as Finnish Lapland the prevailing modes of use of nature are reindeer herding, forestry, mining, energy production, recreation and tourism. Reconciliation of different modes of use is not always easy - or even possible. Large wilderness areas may seem to be empty but in reality there are many kinds of social, economic, ecological and cultural ways of using them.

Kilpisjärvi and Muonio are small wilderness tourism oriented places in northwest Finnish Lapland. In addition to other visitors, they both have considerable second home communities. In Kilpisjärvi, the second home owners are mainly Norwegians while in Muonio they come mostly from southern Finland. In both places, second home owners' have earlier touristic experiences from the region.

Earlier studies have shown that second home owners are more eager to keep the environment unchanged while the local community is more oriented in using the environment for industrial purposes. We ask how do second home owners use the wilderness areas and how does their use differ from that of the locals? What kinds of conflicts arise from the differences of nature utilization? What are the common interests of the two groups in regard to the use of environment? The relationship between second home community's and local community's utilization of nature is followed up in different kinds of qualitative data, such as individual and group interviews, arranged future workshops and collected solicited diaries kept for one year by second home owners in

northwest Lapland. As a methodology, we use both quantitative and qualitative content analysis although the main emphasis is on qualitative analysis.

According to our study, wilderness areas are extremely important both for the local community and for the second home community. All parties are keen on using skiing and hiking routes, mountain huts and other infrastructure. The tensions arise mainly from three issues: (1) land-use planning and the reconciliation of different nature-based livelihoods, (2) the use of motorized vehicles in natural areas which can be seen as a part of a wider question of the modes of recreational use of natural environment, and (3) the difficulties in participating decision-making due to the hearing process or language problems. Thus, the community of second home owners and the local community stay in many cases unconnected although they use the same natural areas much of the year. However, there are also issues that they promote together, such as the maintenance of recreational routes and infrastructure. These kinds of common interests are likely to grow as the rural lifestyle is changing.

Second homes, lifestyle mobility and multi local living: A critique

Dieter K Müller

Second home research has been a major strand within tourism research, but had previously also been recognized as an important research topic within geography, rural studies and housing studies. Sometimes this has been done without acknowledging research findings from the related fields of research. Hence, the recent focus on lifestyle reminds of these previous situations by introducing another perspective taken from migration studies and population geography. This paper reviews different disciplinary approaches to second home research and their contributions to knowledge on second homes. Particular focus is however on the issue of lifestyle mobility. It is argued that lifestyle of course is an inherent part of almost all mobility and hence, evidence for lifestyle-led mobility can be found among second home owners, too. Almost all mobility also implies a quest for a better quality of life, which often is identified as an important driver for this kind of mobility. Certainly not everybody involved in second home mobility is happy with the arrangement as has been shown in previous research. However, for a majority second home tourism is about lifestyle issues. It is thus argued that lifestyle indeed is an important explanation for second home living, but it is not a suitable approach to distinguish various forms of second home mobility. Moreover, a focus on lifestyle mobility, if interpreted as comprising more exclusive groups only, may tend to exclude large groups from the analysis. Instead it is argued that second homes should be seen in the context of multilocal patterns of living that have been present for a considerable time. Recent societal changes however have enabled or forced larger parts of society to apply multilocal living strategies as well as expanded their geographical reach.

‘Mobility as lifestyle strategy: lifestyle satisfaction and place attachment among temporary and permanent EU lifestyle migrants in Spain’

Maria Angeles Casado-Diaz, Ana Belen Casado-Diaz, Jose Manuel Casado-Diaz

Lifestyle migration refers to the movement of relative affluent individuals in search of a better way of life (Benson and O'Reilly, 2009). Traditionally, the study of this phenomenon has focused on the motivations and meanings of this form of mobility as well as the implications for the origin and destination communities. In recent years, scholars have turned their attention to the social contacts and networks developed by these lifestyle migrants both in the origin and destination communities (Casado-Diaz, 2009; Gustafson, 2008; Casado-Diaz et al., 2014) and also highlighted the significance of the migrants' routinized mobility practices, multiple dwelling, in achieving the best of both worlds (Akerlund, forthcoming). Building on Akerlund's (forthcoming) notion of mobility as a lifestyle strategy and following Haas's (2011) conceptualization of migration as a function of capabilities and aspirations, this paper examines differences in life satisfaction and place attachment among temporary (less than 6 months a year) and permanent (more than 6 months a year) EU lifestyle migrants in Spain. The study is based on the responses from a survey and in depth interviews with a sample of 720 EU lifestyle migrants aged 50 or more who spend at least three months a year in Spain. The preliminary results reveal higher levels of life satisfaction among temporary residents, those who engage in multiple dwelling, particularly with regard to lifestyle, income, visits to the country of origin and place of residence, and stronger place attachment, mostly with reference to sense of belonging among permanent residents. These results appear to support the notion that, for those with the necessary resources, routinized mobility between countries is a way of gaining access to the lifestyle opportunities offered in multiple destinations. Moreover, the paper advocates the usefulness of De Haas (2011) aspirations-capabilities framework for the study of lifestyle-led forms of mobility, particularly the notion of migration as a function of the migrants' capabilities, a product of their social, cultural and economic capital (agency) conditioned by particular structural frameworks, and their aspirations (i.e., their desire to achieve the good life). In the context of lifestyle migration, this framework allows for the consideration of both structure and agency factors in determining the individual's potential to engage on mobility practices that will enable them to realise their personal life aspirations, which in the case of non-permanent residents is to enjoy the 'best of both worlds'.

“We could if we would” - Searching for freedom through lifestyle mobilities

Marie Vestergaard Mikkelsen

This study explores the motivations underlying a rather mundane type of travel; caravanning. Using lifestyle mobility as a framing concept, the focus is on what meanings people ascribe to these sites with special attention to the concept 'freedom' used by a vast majority of the guests expressing what caravanning was to them. According to Benson and O'Reilly (2009) lifestyle movers often emphasize the transformative potential of the move, and as emphasized in these findings, going caravanning is seen as an escape from the everyday and an opportunity for a 'free' life. Moving is often driven by this motivation to escape, an escape from the humdrum of everyday life in search of 'the good life' (Åkerlund, 2013). For this study, the focus is particularly on the search for perceived 'freedom', as emphasized by Neulinger (1981: 16): "Leisure, then, has one and only one essential criterion, and that is the condition of perceived freedom. By this we mean a state in which the person feels that what he/she is doing is done by choice and because one wants to do it."

This paper draws on 145 qualitative in situ interviews with 318 people spending their holiday at 5 different Danish caravan sites. Around half interviewees (154) are domestic (Danish) tourists whereas the rest of the interviewees are from Germany (95), Norway (37), Holland (17), Sweden (8) and other nationalities (7). Most interviewees stay in caravans (136), tents (41) or RVs, (55), and the majority of the interviewees are either families with children (162) or empty nesters (129).

People go caravanning to escape the stringent routines of everyday life and the strenuous scheduling and planning in search of 'freedom'. What lied in this notion was being freed from everyday planning and 'have to do's'. Instead the caravanners experienced freedom to do what they wanted when they wanted, stressing the freedom of *choice*. It was underlined that the caravan (or other unit) allowed travelling to many different sites during a holiday. Also emphasized was that one could eat when one wanted and not at set times such as the everyday at home usually requires. However, it was found that people had their main meals at the times they would at home. Furthermore the entire holiday was usually spent at one chosen site with no moving to different sites. This exemplifies the importance of freedom of choice and how the perceived idea of freedom affects the overall perception of the caravan holiday. Understanding lifestyle values and meaning-making processes that underlie a holiday might provide essential wider insights into how (possible) mobility can lead to different ways of understanding identities and relating to place.

A critical exploration of an emerging lifestyle mobility industry

Ulrika Åkerlund, Marco Eimermann, Inês David

The mobility to second homes, sometimes referred to as residential tourism, can be conceptually framed within the emerging concept of lifestyle mobilities. Although related, it differs from tourism in that it refers to relatively permanent movement which entails the intention and material efforts to create a home and a living in the destination context. Tourism mobility is facilitated by agents offering services and products enabling experiences of novelty, difference, authenticity, quality of life and the like. Lifestyle mobilities in many ways taps into this production system but also include products and services related to housing, refurbishing and to making a living in place. On an international level the production system is further complicated. In migration studies, the concept of a migration industry refers to the amalgam of agents making a profit out of catering to the needs of migrants. This study is a joint reflection on the production dimension of lifestyle mobilities in the European context. We explore the agents brokering lifestyle for Swedes in Malta; Swedish rural municipalities' place marketing in the Netherlands; and the role of lifestyle media in the Algarve, Portugal. We aim to answer the question: "how (if at all) could the concept of a migration industry be applied to lifestyle mobilities?" A transversal approach to the three studies reveals that, although interrelated, different agents operate at all (macro, meso and micro) levels and across local, national and transnational scales. Intermediate agents seem able to "create" destinations by constructing an image of a lifestyle destination, shaping the expectations of prospective buyers. The analysis results in the conclusion that indeed a lifestyle mobility industry is emerging and the identification of four main types of agents that distinguish the industry spurring lifestyle mobilities as follows:

- 1) *State institutions such as national and sub-national entities.* Their role relates less to regulating and fending off incomers (through enforcement departments), and more towards promoting and facilitating mobility (through development/business departments).
- 2) *Service agents.* Geared toward constructing, promoting and materializing an idea of the good life. Among these two stand out:
 - a) *Property and residency related agents.* Brokering not only properties and residency but also lifestyle.
 - b) *Media agents.* Constructing and promoting images of places and lifestyle that match the ideas offered by the whole spectre of agents operating within the industry.

This paper contributes to studies of tourism and migration industries in general and to the burgeoning field of lifestyle mobilities in particular. Its contributions to furthering the understanding of the migration industries framework derive from the specificities of sustaining the lifestyle mobility flows. They revolve around the consumption of experiences of "the good life" which, in practice, entails producing and commoditizing the idea of lifestyle. Furthermore, it is found that many of these mediating agents can be

described as lifestyle entrepreneurs, who themselves join in the movement: while they not merely channel movement they also contribute to, simultaneously, commoditize, capitalize on and consume that idea. Hence, this study's results are also related to previous findings considering the tourism-migration nexus, in which interlinkages between tourism and migration are highlighted.

In-migration to rural tourism destinations- theoretical points of departure

Maria Thulemark

Depopulation and economic decline is often seen as characteristics of rural areas in present time. However, some rural areas meet this negative trend by attracting economic investments and in-migrants through developing a flourishing tourism industry. In my research I have put interest in those moving permanently to rural tourism destinations. For this study I have focused on three mountain tourism destinations, Sälen and Idre in Sweden and Wanaka in New Zealand. These three destinations have characteristics in common; they all attract tourists in a large extent due to their natural amenities and they have all grown, in different extent, from small rural settlements to larger villages hosting social services not normally found in similar areas.

Focus for the study presented here is the theoretical points of departure that can be used to analyze and understand this type of rural migration and its relation to regional development. Lifestyle led migration to rural tourism destinations has gained increased interest during the past decade. Previous lifestyle migration research has mainly focused on north- south migration where warmer climate was one main pull factor. For mountain areas social oriented migration research has mainly focused on amenity migration. However, these two types of migration theories suits well in research of mountain tourism areas (Thulemark, 2011). Lifestyles related to entrepreneurship and social activities have been detected as prominent among in-migrants within my studies. The amenities, such as the mountains, are prerequisites for the possibilities to live the required lifestyle.

Within my study areas a sense of urbanity among inhabitants and in-migrants has been seen (Möller et al. forthcoming 2015). This opens up for a discussion of the use of more urban orientated theories of development. Within my research I have found it useful to adopt and reconceptualize the "Creative Class theory" (Thulemark and Hauge, 2014). Not only due to its increased interest among planners and policy makers. But also, tourism employment is found to be a pull factor for the "creative workforce" (Thulemark et al. forthcoming).

Value-based Management Of Tourism Organizations

Value-based management of tourism- and hospitality organizations:

Are perceptions of culture related to job outcomes?

Torvald Øgaard, Olga Gjerald, Svein Larsen, Einar Marnburg

This abstract presents ongoing work.

Guests' and travelers' satisfaction and loyalty in tourism and hospitality often depend on the quality of the *interactions* between employees and customers (e.g., Gjerald & Øgaard, 2009). Lately it has also been suggested that customer activity (co-production/co-creation) is an important part of the tourism experience (e.g., Mustak, Jaakkola, & Halinen, 2013; Troye & Supphellen, 2012). Managing interactions and co-production through employees thus has become a major industry challenge. Since travelers' needs and wants for interaction, and their desire and need for guidance in co-creation and co-production varies considerably, management by specifying detailed and specific rules for employee behavior is not always feasible. Likewise, since tourism and hospitality experiences are quite complex, developing a goal structure to direct employee behavior is also of limited use. The literature suggests that management, without basic rules- and goals management opportunities, will have to rely on management by values (e.g., shared norms, perceptions and values), or cultural management (Schneider, Ehrhart, & Macey, 2013).

Generally, research has produced growing evidence of the culture-performance link (Denison, Nieminen, & Kotrba, 2012). Organizational culture (shared norms, values and behaviors) has been suggested as a promising construct for understanding hospitality companies' production of interaction with customers and the quality of their participation in co-creation and co-production. Likewise, Hospitality- and tourism employees' job outcomes (e.g., job-satisfaction and turnover intentions) are supposed to be closely related to their job performance (e.g., Homburg & Stock, 2004). In this study we will explore how employees perceive organizational cultures and how their perceptions are related to their personal job outcomes. More specifically, we will employ the competing values framework of organizational culture (Quinn & Rohrbaugh, 1981) that introduces two basic dimensions of cultures; internal versus external focus, and a system focus versus an organic/people focus, resulting in four archetypical organizational models: Markets, bureaucracies, clans and adhocracies.

Data were collected from 48 members of three Norwegian hotel chains and two tourist destinations resulting in a sample of 784 employees. The response rate was 62%, and a check of non-response in a sample of hotels revealed that the majority of non-responders were part time employees. The measurement instrument was a pen- and paper questionnaire. The measures of organizational culture were based on multi-item scales originally developed by Cameron & Freeman (1991) and Quinn & Spreitzer (1991). Job satisfaction was measured by two standard items from the MOAQ questionnaire (Harris & Mossholder, 1996).

The analyses were performed with LISREL 8, and SPSS 13. The findings indicate that:

- Perceptions of hotel cultures vary: There is not any significant uniform “hotel culture” across individual employees.
- Perceptions of culture are quite strongly related to personal job outcomes.
- Different cultural aspects are quite differently related to job outcomes.

Organizational culture thus is a quite promising construct for understanding employees’ well-being in hospitality- and tourism organizations. Through the clear relationship between culture perceptions and job satisfaction evidenced in this study, organizational culture also has a potential for gaining further understanding of employee performance in interactions with customers and participation in co-production and co-creation with customers.

Relationships between travel habits and European identity formation

Constantia Anastasiadou, Emese Panyik

For the first time in the history of the EU, the Lisbon Treaty, which entered into force in 2009, established direct legal base for Community measures with supporting competence in the area of tourism (European Commission, 2007a). This new political framework may mark a major shift in the approach of the Community to tourism (Panyik and Anastasiadou, 2013). However, the prolonged financial crisis has led to a crisis of European identity and has fuelled Euro-sceptic tendencies and calls for re-nationalising policies across the region (Leonard et al., 2013; Henley, 2014).

The potential of tourism in developing and sustaining a European identity has been argued in Commission documents (see for instance, CEC, 2001; 2003; 2006; 2007b; 2010; 2012). It has also been suggested (Verstraete, 2002; Anastasiadou, 2011) that the message of unity in diversity that the EU proposes is expressed in the promotion of cultural tourism and through the creation and support for supranational initiatives such as the Cultural Routes.

Perhaps now more than ever it is necessary to consider tourism’s contribution in the creation of a shared European identity but such links have not been studied empirically so far (McIntosh, Hinch & Ingram, 2002). Moreover, although European citizenship is often enacted through tourism (Verstraete, 2002) regional identity remains fragmented even in the case of Euroregions where internal borders and physical and administrative barriers have been removed (Paasi, 2002).

To this end, the objective of this paper is two-fold. First, it aims to review the implicit and explicit linkages between tourism and European identity approaches through a systematic, in-depth analysis of selected tourism policy documents (European Commission, 2001, 2003, 2006, 2007a, b, 2010, 2012) using content analysis techniques. Next, the paper focuses on linkages between identity formation and tourism in the context of the EU, describing an ongoing empirical research, its methodological considerations and preliminary results to identify impacts of travel patterns on identity formation of young Europeans carried out comparatively in two EU member states.

In particular, the concept and measurement of supranational identity and its formation will be reflected, which will allow the operationalisation of the concept as a latent variable. Special attention will be given to European identity within the context of the EU. A survey instrument interrogating the travel habits and the levels of territorial identity will be applied during the summer of 2014 in two EU member states, namely the UK and Portugal. Considering that young people are especially attentive to and absorptive of global cultural trends (Blum, 2007), the research population comprise European University students. Multivariate statistical techniques will be used to identify the underlying dimensions of supranational identity and relationships between travel patterns and the existence and level of European identity.

From destination management organisations to destination organisations in Scotland and Denmark: multi-level governance versus localism.

Constantia Anastasiadou, Henrik Halkier

Although a lot of previous research on destination management had focused on the relevance of destination marketing organisations in improving destination competitiveness (Pike & Page, 2014), increasingly reforms on destination governance have shifted the onus of destination-level organisations from marketing to management (MacLellan, 2011). Such changes have in some circumstances been motivated by revisions in public policy management and administration arrangements (Henriksen and Halkier, 2009) while other times they have been stimulated, by public spending cuts to reduce deficits (Coles et al., 2012).

Research by d'Angella et al., (2010) suggested that the determinants of destination management organisation success include supplier relations, effective management, strategic planning, organizational focus and drive, proper funding, and quality personnel. Derco (2013) reviewed destination management organisations in the Czech Republic, Poland and Slovakia in terms of issues such as building trust, tasks, and initiative in the formation of destination management organisations, legislative aspects, membership, funding and the decision-making process of destination management organisations (DMOs).

Coles et al., (2012) studied the impact of public sector reforms in England and argued that new localism, sub-regional bodies, and a desire in central government to reduce public contributions to a minimum have introduced complexity to the tourism system in England. In addition, they argued the importance of developing a deeper understanding of what happens at the destination level as public sector support is withdrawn in other countries.

Following a reform of VisitScotland in 2006 to compete more effectively on the international stage, Scotland abolished its area tourist boards (ATBs) which were replaced with an integrated VisitScotland network. These were replaced by a network of

partnerships that brings together local players from the private and public sectors such as tourism operators, local tourism groups, Chambers of Commerce, Local Authorities and VisitScotland called Area Tourism Partnerships (ATPs), as well as local destination management and marketing organisations. Such is the variety of the types of organisations that have been created (in terms of composition, management, size and priorities) that VisitScotland describes them as destination organisations (VisitScotland, 2013). However, little is actually known about how these organisations are funded, organised and evaluated in terms of their performance.

Similarly in Denmark, Henriksen and Halkier (2009) and Halkier (2013) suggested that decreasing market shares and numbers of international visitors to the country have necessitated reforms to product development through innovation. However, reforms of subnational and sectoral governance had not stimulated innovation adoption as had been initially anticipated as short-term and localist interests tended to dominate tourism-related policy networks. As a result, destination performance tended to vary significantly.

The aim of this project was to carry out a comparative study of the adaptation of destination organisations to their policy and operating environment in Scotland and Denmark with the view of identifying best practice.

Following a systematic review of the literature a survey instrument was designed that was distributed to destination organisations in both countries to establish as their composition, style of decision and policy making, division of labour with local, regional and national partners and policy formulation processes. The population sample in each country was identified through desk and Internet search and the paper presents the initial findings from the research project and identify possible areas for future research.

An exploration of employees' organizational practice perceptions in the hospitality industry.

Olga Gjerald, Torvald Øgaard, Einar Marnburg, Svein Larsen

This paper investigates how employees' perceptions of organizational practice are related to their job outcomes. The pivotal role of employees in the quality of services and organizational effectiveness is well recognized (e.g., Schneider, Ehrhart, & Macey, 2013). Much effort has therefore been invested in trying to understand the factors and processes that influence employee job outcomes such as performance, motivation, job satisfaction, commitment to the organization, turnover intentions, etc., (see for example Parker et al., 2003). Within this research, strong focus has been placed on the effects of the organizational environment on employees' job outcomes. Environmental factors include a large number of phenomena that reflect general climates, culture and practices. While climate (e.g., Bowen & Schneider, 2014), cultural values (e.g., Li, 2014), have been quite extensively studied, and even basic assumptions have been explored (e.g., Gjerald & Øgaard, 2010), *organizational practices* have not been widely studied in hospitality. Currently, there is growing awareness that organizational practices are understudied and

may influence the behaviors of organizational members (Fischer et al., 2013; Schneider et al., 2013; Verbeke, 2000)

In this paper we focus on practices which may be thought of as “the way things are done in this organization” (Hofstede, Neuijen, Ohayv, & Sanders, 1990). Based on work by Denison (1990), Poole (1985), and Hofstede and colleagues (1990), Singh et al. (1996) define organizational practices as (1) systematic and customary activities and behaviors of organizational members that are (2) rewarded, expected and supported by a subgroup and/or organization (i.e., unit). Organizational practices are “theories-in-use” which represent the typical behaviors/procedures adopted by members of an organization (Verbeke, 2000).

Data were collected from 54 members of three Norwegian hotel chains and two tourist destinations resulting in a sample of 734 employees. The response rate was 62%, and a check of non-response in a sample of hotels revealed that the majority of non-responders were part time employees. The measurement instrument was a pen- and paper questionnaire.

To assess practice we utilized a 21-item scale (after refinement) that is built on items developed by Hofstede & al (1990) and validated by Singh et al. (1996). The items were adapted to employees of the hotel industry. We included four job outcomes that generally predict performance and turnover: (1) organizational commitment, (2) job satisfaction, (3) perceived job performance and (4) intentions to stay with the organization. All four were assessed with well validated scales.

A common factor analysis of the 21 items suggested a meaningful five-factor solution accounting for 57% of the total variance of the items. The factors were named based on their content and earlier findings. The factors and corresponding practice dimensions are: Professional practices that include work ethics, seriousness, trust and cooperation; Closed practices that comprise intolerant management, long socialization periods and communication that is not open; Job-focused practices that include focus on the job people perform (and not on the person performing the job), low consideration for personal problems and low involvement of employees in decision making; Process oriented practices emphasize how things are done, including grooming and dress-code, while Customer-oriented practices place the customer at the focal point of decisions.

Initial analyses show that the five practice dimensions are significantly related to job outcomes. This implies that effectiveness oriented hospitality management is well advised to monitor and develop the organizational practice.

Internal job satisfaction influencing selected five-star hotel employees' overall job satisfaction

Lisa-Mari Coughlan

The national objective to "provide excellent people development and decent work within the tourism sector" is a high priority of South African Tourism. Generally, the hospitality industry as a subsector is not regarded as a provider of decent work. The consequences of not providing decent work cannot be ignored as it could negatively impact on both employees and guests alike. Internal job satisfaction can be defined as satisfaction with the type of job employees perform. The purpose of the research was to identify which internal job satisfaction variables contributed to the overall job satisfaction of employees in selected five-star hotels. A newly developed index based on the literature review conducted was used to gather quantitative data from 124 employees of four five-star hotels in the Western Cape, South Africa. Feedback, recognition and goal determination was identified as the most important variables influencing employees' satisfaction. All three variables significantly and positively correlated with overall job satisfaction. Managers of five-star hotels can enhance feedback, recognition and freedom to set individual goals to improve the overall job satisfaction of employees.

Values Of/For The Tourist III.

The value of experiences at a music event

John Armbricht, Tommy D. Andersson

Experience value has become the preferred approach to analyse tourism and event experiences. Willingness-to-pay for experiences can be elicited by revealed preference methods such as the travel cost method and in this study, the experience value created at a three day long music festival is assessed by the zonal travel cost method. The functional form used as well as the assessment of visitors' travel cost, determine the consumer surplus from the event. The effects on the validity of the TCM from three functional forms, combined with the effect of three ways of determining visitors' travel cost, are studied. Results illustrate how sensitive TCM is to the way travel cost is estimated as well as to the functional form used and several critical issues related to the validity and reliability of TCM are raised in the concluding discussion.

A visual analysis of a cultural tourism destination

Klaes Eringa, Sherry Shenghan Zhou

Visitors of cultural sites frequently use visual information to make their choice for a destination. They use brochures, books, TV programs and on-line movies as visible mediators (Ooi, 2002) to minimize risk of the planned journey. Because of the lively quality, "visual material appears to be especially memorable and the salience that this

confers may make it particularly forceful" (Joffe, 2008, p.85). This is especially relevant since "there is increasing competition for customers - who have only a limited amount of time - and growing competition for coverage by the media" (Aalst & Boogaarts, 2002, p.208).

This research investigates how a relatively unknown town that is elected as cultural capital of Europe can use visual materials to attract visitors from totally different areas in the world.

The study uses visual cues for two purposes: first, to evaluate the motivating factors that lead travellers with different cultural background to select their travel destination, and second, to explore the influence of visual communication in the promotion of cultural tourism Pauwels, 2010).

The study aims to answer the following research questions:

- Is the difference between travelers' original culture and the destination's a significant motivating factor that leads travelers to select travel destination?
- How do the visual materials impact the traveller's decision-making when they plan their trip?

The study is part of a longitudinal project that will monitor changes in expectations and perception of the destination from the time before the town becomes cultural capital until two years after that event. The sample of the first study that will be presented at the Nordic Symposium consists of a group of some 300 young professionals in the country of origin who work in the media and design industry and who are familiar with, or at least interested in the cultural features of the destination.

The aim of the first study is primarily to investigate the attractiveness of the destination in general and specifically the quality of the visual material that is used as promotion.

Values in travel guidebooks: tourism and anti-tourism tourism

Anders Sørensen, Vicki Peel

The purpose of this paper is to explore the influence of the values in travel guidebooks on the values and self-perception of independent tourists. Many of the most popular travel guidebooks appeal rather directly to values that can best be described as 'anti-tourism'. They frequently describe locations, volumes and activities of mass/package tourism in derogatory terms while, conversely, using terms such as "off the beaten trail", "unspoilt", "laid-back" or "travellers" to describe the qualities of alternative locations, attractions and visitors respectively. This is in particular the case for travel guidebooks of the kind that both their publishers, and academics, term 'alternative' such as Lonely Planet. However, while research has shown that recommendations and critique in travel guidebooks do influence, and to some degree regiment the decision-making of users, and while derisive writings (fiction, journalistic, and some academic work) claim that backpackers and similar independent tourists uncritically accept and appropriate anti-tourism values in

their self-perception of their own activities, little research exists on the subject.

Based on in situ fieldwork data (interviews and participant-observation with/among independent tourists), post-trip communications and online evidence (blogs and forums), the issue is explored with a focus on the most accentuated form of independent tourist, the multiple destination long-haul self-organised tourist without their own means of transport. In adopting a backpacker-like travel style, it is among such tourists that previous research has most clearly found anti-tourism values. However, while our research identified both that guidebooks do influence choice and that the tourists in question do express anti-tourism values, we also found that the anti-tourism values are much less prevalent than previously noted in the research. Moreover, we did not find much evidence to support that the guidebooks were the cause of the tourists' existing anti-tourism values. Instead, it seems that the anti-tourism values among independent tourists, and the anti-tourism values found in guidebooks, are both manifestations of a set of deep-rooted anti-tourism values in the Western world.

Conflicting realities in tourist decision-making: Personal values or social practice?

Clare Weeden

Persuading holidaymakers to demand a more responsible tourism industry is a major challenge for those keen to promote sustainable practices in tourism. Noting the attitude-behaviour gap offers only partial explanation for low levels of demand for responsible holidays, and accepting that tourist motivation is notoriously complex, academics and policy makers are now investigating ways to encourage behaviour change in pursuit of reducing tourism's negative impacts. One of the more prominent frameworks adopted in pursuit of this objective is social practice theory. This concept assumes that routines, patterns and social practices in everyday life evolve and transform through an interaction between individual agency (attitudes, beliefs and values), and societal structures (Dickinson et al., 2010). Increasingly, holidays and leisure travel are viewed as social practices, as seen in recent studies on tourist perceptions' of climate change (ibid). In terms of individual agency however, holidays are primarily opportunities for self-actualisation, the framing and reframing of identity and self-concept, and external markers of an individual's values, attitudes and beliefs. Tourist decision-making is thus a complex set of potentially conflicting realities, especially at the intersect between values, self-concept and social practice. It is the relationship, or nexus between these negotiated realities, and how they inform holiday choice within the context of responsible tourist behaviour, that is the focus of this paper. The study being reported here explored the significance of personal values for identity and self-concept in responsible tourist decision-making, and considered potential conflict between personal motivations, holidays as social practice, and demand for responsible tourism. The paper concludes with recommendations for the tourism industry and ideas for continuing research.

Storytelling and value creation in extraordinary tourist experiences

Dorthe Eide, Frank Lindberg

Boswijk (2013) argues that we are in a "transitional stage from a service economy towards an economy of experiences or an economy of meaning" (p. 171). This development has led to an increased debate about how the concept of value can be understood when intangibility and interactions distinguish production and consumption (e.g. Vargo & Lusch, 2004; Grønroos, 2012). Instead of the traditional functional focus on value-in-exchange, contributions suggest value-in-use (Vargo & Lusch, 2008; Holbrook, 1999; Prahalad & Ramaswamy, 2004) where the customer integrates resources proposed by the company with his/her own resources during the experience. Recent contributions (Karababa & Kjeldgaard, 2014; Peñaloza and Venkatesh, 2006) argue for the interrelatedness of value where networks of actors (e.g. media, agencies, communities) would influence the value creation processes within which the value-in-use is constructed. As such, value-in-use during experiences can be viewed as "a bundle of multiple values created by the practice" (Karababa & Kjeldgaard, 2014: 124) through dynamic, subjective and context-dependent processes on micro, meso and macro levels.

Tourism, experience economy and consumer research address extraordinary experiences as memorable experiences, distinct from everyday life, and characterized by high intensity and intrinsically enjoyable experiences (Arnould and Price, 1993). Storytelling is theorized as important for extraordinary experiences (Mossberg, 2008). We do not know, however, how storytelling can contribute to the creation of value-in-use during and after total experiences, and what kind of value(s) storytelling contributes to.

The purpose of this work is to contribute with new understanding of the role of storytelling in value creation during and after extraordinary experiences. The paper is based on qualitative studies of experience based tourism (sea kayaking, horseback riding and dog sledding, perhaps also food and culture based), using a mix of semi-structured interviews, participatory observations, conversations and/or written material. Analyses are conducted within and then across cases with focus on how storytelling as an intangible business resource is integrated by the tourists resulting in value-in-use and value-after-use.

The results show how storytelling may contribute to different types of value throughout the (extended) consumption process. Let us present some appetizers. First, storytelling appears in different formats. It can be directly linked to the practice at hand (e.g. about activity, people, animals/plants, landscape or object). For example, stories related to the practices of dog sledding and the handling of (wild) Alaskan Huskies are integrated by tourists in the process of developing skills and for imaginative purposes (e.g. the lives of trappers and explorers). A different story format contributes with entertaining messages, which creates a nice atmosphere in the group. Other stories are entertaining but have a moral underpinning, such as when a guide tells stories of previous challenges that at the same time symbolizes what one is not suppose to do. Second, the different formats of the stories contribute to different value types (e.g. emotional, epistemic, symbolic, nostalgic, community and identity values).

The paper contributes with new knowledge on how a variety of formats of storytelling are part of the construction of a variety of value types throughout extraordinary experiences. Stories may have consequences for practice, developing skills and understandings, imaginations and for constructing intelligible accounts of the vacation back home. Instead of a linear conception of value we argue that storytelling is dynamic, relational and context dependent throughout extraordinary experiences.

Values In Business III

The rural hotels in Norway and the flexibility strategy

Agnes Brudvik Engeset

In many Norwegian rural tourist destinations hotels have existed for decades, some even go centuries back. They are often family businesses that are passed on from one generation to the next. As documented in the literature rural tourism has been going through changes since after WW II. However, there are few scientific papers on how rural hotels in Norway have developed over the last decades and how they have adapted to shifting environments. There is also today a polarization in Norwegian hospitality between city hotels with growing capacity and market share and rural hotels that experience a general decline. Yet, some rural hotels manage to perform well and keep their head above the water. This study looks at how challenges, such as changes in the market situation over the last decades are reflected in the product development of small and medium sized rural hotels located in a Norwegian fjord region with long traditions of tourism. Using in-depth interviews with hotel owners the author explores how the rural hoteliers adapt to these challenges by refining and diversifying their product. It seems to be an overarching strategy of flexibility among the rural hotels in the production process. Being flexible in various ways is also perceived by the hoteliers as necessary skill in order to overcome various challenges that occur through out the years. Resilience and adaptive capacity is used a theoretical approach.

How positive peak experiences can be used as a powerful driver of innovation in tourism: exploring a different source of innovation

Johan Lilja, Ingrid Zakrisson, Bo Svensson, Malin Zillinger, Robert Pettersson

The importance of tourism experiences is acknowledged both in academia and in the tourism industry. For tourism practice, the initial critical question then becomes how to collect data and gain deeper insights on tourism experiences. But, even more critical for practice is the question of how such data and insights can be used to actually drive innovation, improvements, and ultimately competitive advantage.

Traditionally, change and design processes have tended to focus heavily on data and insights concerning problems or negative experiences. Typically, a design process had

begun with the identification of the most pressing problems, experiences or complaints, followed by finding and reducing their root causes.

However, several fields of research have now shown a big potential for what can be seen as an opposite approach. Change and design processes that systematically focus on the positive or “peak experiences” related to a system have shown impressive outcomes in diverse contexts.

This paper aims to explore and contribute with initial insight concerning if and how data and insights on positive peak experiences can be used as a driver of innovation and improvements in the specific context of tourism offers.

The study is based on experiments where teams of design students were given the assignment to test various touristic offers in middle Sweden as typical tourists. After the tests, each team was instructed to conduct two different design processes based on their experiences. In the first design process, named “Magic Design”, the students systematically used the most positive peak experiences from their tests as a driver of a design process resulting in suggestions for innovation and improvement of the touristic offer tested. In the other design process, named “Tragic Design”, the students got to systematically use the most negative experiences in a similar process. Finally, comparisons were made between the suggestions for innovation and improvements resulting from the “Magic” versus the “Tragic” design process.

The results of the study shows that the systematic use of positive peak experiences as a driver of design processes in the tourism industry did provide unique and differentiating suggestions for innovation and improvement.

In sum, the paper contributes with insights that suggest that positive peak experiences fruitfully can be used systematically as drivers of innovation, and drivers of differentiation, in the specific context of tourism offers.

Entrepreneurship in experience-based tourism firm

Einar Lier Madsen, Oddny Wiggen

Entrepreneurship in businesses is seen as important for employment, growth and value creation in society. As such, research and knowledge about entrepreneurship is of great importance. In tourism the structural change and transition to more experience-based products (Sundbo, Orfila-Sintes, & Sørensen, 2007) demand entrepreneurial behaviour to implement needed innovations. However, within the tourism industry entrepreneurship research seems to be understudied (Li, 2008) and various scholars have called for research related to entrepreneurship in the tourism sector (Cheng, Li, Petrick, & O'Leary, 2011; Hjalager, 2010). The present study is one of the first attempts to explore the relationship between entrepreneurial orientation (EO) (a strategic orientation) and entrepreneurial activities exemplified by numbers of identified business opportunities which have been attempted realized within or outside the business.

The strategic orientation and agility of the managers and employees are important for firm survival and growth. Research within corporate entrepreneurship emphasizes that firms can develop internal environments that stimulates creativity and ability to introduce and harvest innovations (Zahra, 2005). Entrepreneurship within existing organizations is about introducing products, processes or organizational patterns in new combinations ahead of competitors, and in taking risks towards spending resources and in launching new strategies in the market. Miller (1983) suggested that a firm's degree of entrepreneurship could be seen as the extent to which they take risks, innovate and act proactively. We build upon this understanding and regard entrepreneurial orientation (EO) as the combination of these three dimensions (Covin & Slevin, 1989; Wiklund, 1999). EO is about the need for organizations to develop an orientation that allows their individuals and teams to engage in entrepreneurial strategy making (Covin & Slevin, 1991; Lumpkin & Dess, 1996), and has become the most widely-used concept when examining entrepreneurial firms and organizations (Rauch et al., 2009).

To examine our research questions, we collected survey data from experience-based tourism firms located in northern Norway, mid Norway and the Norwegian west coast. However, firms in northern Norway constitute approximately 75 percent of the sample.

A database containing e-mail addresses to 693 firms was subsequently established. An e-mail survey containing measures of entrepreneurship and innovation, etc. was submitted to the identified firms during spring 2012. After 3 reminders, we ended up with 201 firm entries in our database, a response rate of 29 percent. Of these, 73 firms had incomplete answers to one or more of the questions utilized in the analyses. This gives us a total of 128 firms (19%) for the analyses.

The primary contribution of this paper is to highlight the influence of EO on entrepreneurial activities measured as identified business opportunities which have been attempted realized within or outside the business. By testing these relationships we show that there are positive and significant relationships between EO and these types of entrepreneurial activities. This means that businesses having a high level of this strategic orientation are more likely to attempt to realize new business opportunities.

The profitability of tourism businesses in Norway

Nigel Halpern

Tourism in Norway has experienced long-term growth and has become a key sector of the Norwegian economy with prospects for future growth and value creation however; the extent to which tourism businesses derive value from it is uncertain. This is important from a sustainability perspective if the industry and its businesses are to continue to grow and add value in terms of wealth and productivity but also safe and quality experiences. This study investigates the profitability of tourism businesses in Norway. Financial data for 2012 is extracted from the national register for 8493 businesses in five tourism-related sectors: passenger transport, accommodation, food and beverage, travel and tourism, and leisure. Profitability ratios are used to measure the use of assets and control

of expenses to generate an acceptable rate of return. A liquidity ratio is used to measure the availability of cash to pay debt. The study finds that total turnover has increased as more businesses have entered the industry however; average turnover in 2012 was 17.371 million Norwegian kroner. This has decreased from 18.833 million in 2011 and 18.866 million in 2010. Forty-four percent of businesses were loss-making in 2012 while a further 42 percent made a profit of less than 500,000 Norwegian kroner. In general, tourism businesses generate weak rates of return and have low levels of cash to pay debt. Approximately half of all businesses had operating or net profit margins of less than two percent in 2012, 56 percent had less than six percent return on capital employed, 34 percent had less than ten percent own capital share, and 40 percent had a liquidity ratio of less than one. Long-term growth and the potential for future value creation means that national and regional policies often seek to promote tourism in Norway. This may help to increase value created by the industry as a whole, however, it does not necessarily increase value for individual businesses. Indeed, the profitability of individual businesses may decline as the number of businesses continues to grow. Policies therefore need to have a strong focus on developing a more profitable industry from the perspective of individual businesses, and monitor trends over time and in response to any changes in policy.

Does gender affect the level of cash holdings in tourism firms?

Markku Vieru

Using firm level data over ten-year period from Finnish tourism sector with more than 15 000 firm-year observations, this paper studies using various panel data models whether CEOs' gender affects the level of firms' cash holdings while controlling for size, growth opportunities, profitability, leverage, liquidity, and debt structure of the firm. Since females are generally regarded as more risk averse it is hypothesised that firms which are run by female managers are more prone to have larger cash balance. In line with hypothesis results indicated that firm with female managers hold significantly larger level of cash. The study demonstrates also that there has been almost a monotonic increase of female CEOs in Finnish tourism firms during the sample period. It is argued that managers' gender differences can have economic consequences to the development of tourism business.

Measuring the efficiency of heritage institutions: A case study of historical buildings in Czech Republic

Zdenek Patek

Current society views the public sector as an area where you throw money and where the management just waste money. With such a view can be found even in the sphere of culture. The goal of this paper is to show that there are ways and methods that can be applied to public institutions for their effective management. It is the application of evaluations in the field of culture which in the future may bring positive results in economic understanding of culture. Culture is often associated with tourism, of which the

largest share is the cultural tourism. The main component of cultural tourism are visiting monuments. The basic question in connection with the sights therefore is whether the public manage of these objects is efficient. Just a tutorial on how to determine whether the administration of public institutions the effective extension of the monument or not we will describe below. Data Envelopment Analysis (DEA) is a widely applied tool in efficiency evaluation for public sector, yet has scarcely been put to use in the case of historic building such as castles and palaces.

The article is response to the growing need to measure performance in all forms of public management. The purpose is to suggest ways in which it is possible to measure the relative performance of activities of cultural monuments on the territory of the Czech Republic, and also to consider whether UNESCO are more effective than classical monuments or not. Scientific plan is based on the belief that castle manager should be manage historical monument for the purpose of achieving certain results.

Special Track: Alternative Ontologies and Epistemologies for Tourism and Hospitality Studies

The subject of welcome

Emily Höckert

During the last decades local participation has played an important role in the search for responsibility, sustainability, poverty reduction, environmental consciousness and intercultural understanding within tourism development. Despite the emancipatory intentions to promote more inclusive practices, tourism experts tend to point out the inadequacies of local interests and conditions, among other limitations, as serious drawbacks of progress. While this frustration has turned into wider scepticism about the real possibilities of community-based approaches in tourism, the academic literature has drawn only limited attention to the values and ontologies behind the idea of participation. Instead of discussing about the relational mode of participating, of being and doing together, the scholarly debates paradoxically celebrate the individual free subject as the protagonist of inclusion and social justice. In this sense, the participatory paradigm might be somewhat maintaining, instead of bridging, the subject-object divisions between self and other.

This conceptual paper forms part of a longitudinal study on rural tourism development in Nicaragua, which weaves together the discussions of hospitality, subjectivity and participation. Drawing on phenomenology and post-colonial criticism, the paper focuses on envisioning alternatives to contemporary encounters in tourism, development aid, and academic research, through the notion of hospitality. In order to explore the 'other-orientatedness' in hospitality, the approach builds on Jacques Derrida's and Emmanuel Levinas' discussions on welcome – on ethical subjectivity as openness and receptivity

towards the other. For Levinas, subjectivity is always relational: meaning that it is always 'the other' who can say the first 'yes'. Instead of providing answers whether tourism can or cannot promote well-being of local communities, the paper encourages us to ask how respecting the priority of the welcome of the other, over the responsibility for the other, could open up spaces for more ethical relationships in the spheres of tourism.

Fix you: the emergence and consequences of post-disaster volunteer tourism

Chris McMorran, Harnng Luh Sin, Xuejuan Zhang

Sichuan, Haiti, Tōhoku, Yolanda: these names signify disasters that claimed tens of thousands of lives and triggered global concern for their humanitarian crises. In the immediate aftermath of these disasters, states pledged aid and organizations like the International Red Cross and Médecins Sans Frontières provided relief. In addition, individuals joined fundraisers and donated to charities in order to show they valued the lives of strangers halfway around the world.

For some, however, acting at a distance was not enough. Although they lacked specialized training, local contacts, and language skills, many individuals found a new motivation for travel -- to *go* and *help* in the wake of disaster. Only by visiting the site of disaster and fixing the lives of others could they adequately show how much they cared. Only by actively doing relief work could they trust their care was effective and ethical. The post-disaster volunteer tourist was born.

In this paper we describe the emergence and consequences of post-disaster volunteer tourism. We highlight the neoliberal ideas of individual responsibility and distrust of existing states and institutional disaster response that have led to more personal, embodied response to natural disaster aid. We emphasize the tourism infrastructure being developed to accommodate people's desires to help those in need and point out the differences between this and other forms of voluntourism. To do so, we draw on responses by tourists and tour operators to both the 2008 Great Sichuan Earthquake in China and the 2011 East Japan Great Earthquake and Tsunami in Japan.

As we show, people's reactions to recent natural disasters have helped produce a travel infrastructure that has not only commodified disasters, but will be prepared and waiting for the next one. As global climate change threatens to increase the frequency and magnitude of natural disasters, tourism and hospitality specialists must begin to critically analyze post-disaster voluntourism. This paper is an initial foray into this topic.

Auto-touristography – the relational positioning of the researcher-tourist in the values, frameworks and scales of mass tourism

Vilhelmiina Vainikka

Mass tourism is often perceived in tourism research as a unanimous and taken-for-granted category. Researchers emphasize themselves as seemingly objective knowledge creators and evaluators who work from a hierarchical researcher position. These factors have an effect on the ways mass tourism is defined and interpreted. However, several scholars have argued that middle-class values and attitudes of the research community and the used frameworks are inadequate (e.g. Anton Clavé, Aramberri, Crick, Hall, Löfgren, Obrador, Sharpley, Wheeler). In this paper, my interest is in the gap between the mass tourism practices and the ways, in which 'scientific' knowledge is produced. I argue that it is important to reflect critically on the positionality of the researcher in relation to the phenomenon and the chosen theoretical approach. I call for sensitivity to different power asymmetries and socio-cultural categories (e.g. gender, class, nationality, profession, education) which the researcher is not free from. Drawing from human geographical and tourism research discussions on situated knowledge, space and scale, this paper approaches mass tourism with a framework influenced by the autoethnographic method. I will discuss auto-touristography as a means to explore the complex relationship between the researcher and the spatial phenomenon of mass tourism. Instead of evaluating other tourists, the researcher evaluates herself/himself as a tourist; creating a dialogue between macro (mass) and micro (tourist-researcher) scales, and 'self' as a member of 'the others' (tourists). I want to stress mass tourism as personally and socially consumed and to create a dialogue between experiences and meanings, everyday life and tourism.

I explore tourism experiences as short-term (rather unsystematic embodied, sensuous, emotional, meaningful) visits where sensing the place is founded on earlier experiences.

I also address the question: how to 'record'/'report' the tourism experiences in the most suitable way for the tourist-researcher. The relationships between the tourist role and my life story in general as dynamic role positions (daughter, adult, partner/wife, mother, student, travel agent, researcher) are considered, as well as, the relations in regard to mass tourism, everyday life, education, job and research dimensions. The trip and place consumption are scrutinized as a product of these many different relations.

The work with this experimental paper is at an initial stage, but it already gives ideas on how this framework could be used to create a dialogue between different perspectives in tourism and create alternative interpretations. Although mass tourism is a large scale phenomenon, it is always also a personal and relational social practice that is tied to places and people, interwoven to the fabric of life. By making it personal, and thinking about how the researcher has formed a relationship with the theme, it is more difficult to put it in previously defined rigid frames that created the grand story of mass tourism destinations or tourists.

Topological reflections: marketing landscapes for tourists

Edward Hákon Huijbens

“The meanest guest has the keenest eye” is W.H. Auden’s translation of a well-known saying in Icelandic. This paper deals with the ways in which destinations are presented to tourists through marketing campaigns and how the tourist is to be reflexively co-opted in the process. The paper will show how media will promote certain themes, that become tropes upon which marketing authorities pick up. Through these destinations are given voice and agency, enabling them encounters with the visiting tourist. The work that goes into giving destinations this voice however entails the exertion of force upon the destination, molding it into marketable form. Drawing on topological imaginaries and vitalist geo-philosophy, the paper will conceptualize destinations as malleable and continuous taking on different forms as they enter marketing media. The force exerted upon the destination becomes the focus of the analysis as it is through this that an encounter with the visitor can be facilitated. The wellspring of this force is the demand for marketability and the generation of surplus in modern capitalist experience economy. This charges the potential encounters with controversies that the paper will conclude by summarizing with examples from Iceland. A key controversy to emerge is the construction of the ‘enlightened tourist’ an avatar of the Icelandic marketing authorities. Whilst marketing proponents will argue this tourist facilitates sustainable tourism by giving travel value through commodification, the channel for enlightenment remains a narrow one. The keen eye of the reflexive guest remains a mean one, rendering tourism as situated politics and destinations as non-representable.

Relational ontologies and epistemologies in tourism studies

Soile Veijola

The paper is theoretical in nature and discusses alternative, relational ontologies and epistemologies of producing knowledge about hospitalities and mobilities within the field of tourism studies. Rather than turning the researcher into a transparent figure in the research text, through which the realities of the phenomena in tourism can be understood and processed, the paper outlines a different approach on knowing, knowledge, knowers and what is known. In the framework, firstly, the researcher is conceived of as an actor with new roles within the actor-network of tourism-being-activated-in-places. Secondly, the existence of a knowledge formation of tourism research is depicted as having an effect on the realities of the tourism industry, being part of its social and cultural contexts, legitimation and education systems, which creates a need for a critical examination of the role of this profession in society. Third, the very idea of producing knowledge about tourism as an activity of a singular agent is problematized with the help of the notions of co-ontologies and co-epistemologies inspired by Jean-Luc Nancy, Georg Simmel and the notion of “disruptive tourism” launched by the writing collective of “The Campers”. The paper contributes to the tourism theory and research by articulating ways in which ethical being-with can shape realities in both tourism and its research in the future.

Special Track: The Food-Place Nexus II

A study on the nature of the food tourist's experience: the tourist's viewpoint

Sandhiya Goolaup, Lena Mossberg

Food is increasingly being recognized as an integral part of the tourist experience and sometimes it is one of the key reasons for travelers to visit a particular destination. Even though, the importance of food in tourism experience has been widely acknowledged (e.g., Kim et al. 2009; Chang et al. 2011) research has yet to take a holistic approach to understand the nature of the food tourist experience. Several authors have looked upon factors influencing the experience of a meal in a restaurant or the nature of the wine tourist experience. For instance, in a study conducted by Charters (2006) it was found out that the wine tourists seek experience which comprised of an interaction between the natural setting, wine, food, cultural and historical inputs and the people who service them. However, it is not clear what makes up a food tourist experience. According to Hall and Mitchell (2001), the food tourists are primarily motivated by the desire to experience the produce of a specific region or a particular type of food. Hence, an important question remains; is food the main element in the food tourist experience or is it other factors? So far, this aspect of the study has not received significant attention. An understanding of this particular phenomenon is important as it provides an in-depth understanding of what the food tourists are looking for. It can also help destination marketers in the development and promotion of gastronomic experience. To obtain insight on the food tourist experience, the study relies on observations and in-depth interviews with 16 food tourists who visited an oyster bar situated on the West Coast of Sweden. The result suggests that the food tourists look not only for food but rather an amalgam of other components which contribute significantly in their food tourist experiences. Result from this study further indicates that the atmosphere, host, product, story and theme, learning/educational and social aspect all contribute equally in the food tourist experience.

Placing 'the local' in the rural food experience

Josefine Östrup Backe

The role of 'the local' in rural tourism has become increasingly important during latest years. Not just local food and locally produced food products, but also various food related experiences, such as farm visits, fruit or herb field safaris, courses in cheese making, chocolate making, or asparagus picking, have become important ingredients in what the countryside offers. While, on the one hand the consumers seek unique and authentic food experiences, the providers of these experiences, on the other hand, need to be innovative in their offerings in order The role of 'the local' in rural tourism has become increasingly important during latest years. Not just local food and locally produced food products, but also various food related experiences, such as farm visits, fruit or herb field safaris, courses in cheese making, chocolate making, or asparagus picking, have become important ingredients in what the countryside offers. While, on the one hand the

consumers seek unique and authentic food experiences, the providers of these experiences, on the other hand, need to be innovative in their offerings in order to meet these needs. Hence, place attachment is one tool to make the rural food experience unique, not only to the consumers but also to the providers themselves; by placing the local, food providers can put forward the very unique values of their products, their culture, story, and identity.

The aim of this research paper is thus to study how place is constructed through local food and food experiences, but also to consider how these products and experiences are mutually constructed through place. Through an ethnographic approach, I explore how members of a culinary network in Southern Sweden use three different strategies in order to place the local in the rural food experience: distance, origin, and storytelling. By applying these placing strategies, the network members construct place in different ways, reflecting the values that are unique to the food products and experiences offered.

The research is of qualitative nature and implies observations and ethnographic interviews, as well as studies of relevant marketing material and websites. The empirical material is analyzed in relation to theories of rural tourism, the construction of place, and identity work. Preliminary results indicate that the placing of the local is not a static activity; rather it is part of a dynamic process, where meanings and perceptions of i.e. local/non-local, nearby/distant, and unique/ordinary, are continuously weighed and negotiated. Also, the placing of the local seems to play an important role to the network members as a common denominator in a process of identification.

The main contribution of the research paper is to enhance the understanding of the different processes in which places are constructed, and to bring forward the multifaceted nature of the relationship between local food and place in particular. Finally, the empirical focus on a rural, culinary network emphasizes the importance of collaborative efforts in these processes.

Professionalization of hospitality and culinary arts

Lotte Wellton, Inger M Jonsson, Ute Walter

The research topics are food and meal experiences in small restaurants and lodging in rural and urban destinations. The main interests are in the professionalization of hospitality and culinary arts.

To discuss how small business owners and staff in restaurants and lodging can evolve their working procedures with focus on quality and professionalism in hospitality to develop their establishments and survive in the hospitality-industry.

This ethnographical study is inspired by Gary Allen Fines work, that points out the organization of time and place as central for kitchen labour. Regarding the craftsmanship in dining rooms, Goffmans classical work on dramaturgical perspectives is still useful. The main factors in the everyday conditions of the restaurant owner/staff can be explained by the concept of the *Five Aspects Meal Model*: the product (food and beverages), the room (the shaping of the dining room), the meeting (service encounter), the management

control system (financial, business and legal aspects), and the atmosphere (the overall experience).

The research perspective in the study is built on both scientific and practical/aesthetic knowledge with implies the use of the tacit dimension of restaurant work and thus applying an insider perspective to understand the daily practice of hospitality and the shaping of the meal experience.

The study consists of interviews and field studies, 11 small restaurant and accommodation owners in a tourist destination and staff in a small luxury hotel and restaurant in an urban environment

The similarities in hospitality between the rural and urban establishments are the caring about the guest and the attempt to make or the making of attractive and quality offerings.

But there are differences, the rural restaurant/hostel owners:

- are often non-professionals
- having difficulties in recruiting experienced staff
- are handing over the responsibility of the service meeting to unexperienced staff
- and do limited or no planning and evaluation

in contrary the urban luxury hotel/restaurant personnel:

- have high quality in the overall experience of service, meal and aesthetics
- have university education in Meal science and Culinary Arts and vast practical experience
- have participatory leadership
- have internal communication among staff and external communication to guest
- do long term planning

The rural small rest owners are an important part of the tourist destinations and tourist meal experiences. Their unprofessional structure of organization combined with extremely long working hours, due to the season and the restaurant work organization, make their meal and hospitality offering limited and less compatible. The urban restaurant personnel have a structured communication and a long-term planning. This is due to professionalism both from tacit knowledge and long experience as well as university education, which contributes to much higher degree of hospitableness in their offering.

Destination foodscape - defined, modelled, and analysed

Peter Björk, Hannele Kauppinen-Räsänen

This study defines, models and analyses the destination foodscape concept and by doing so contributes both to the services marketing and destination development literature. In addition, it has a clear message to those in charge of destination marketing.

The servicescape concept introduced by Bitner (1992) to explain antecedents to and consequences of the physical surrounding of service encounters on consumer and employee response has been proved useful in a large range of settings (e.g. Zeithaml, Bitner & Gremler, 2006). This is evidenced by the many “scapes” like shipscares (Kwortnik, 2008), sportscares (Lambrecht et al., 2009), cyberscares (William & Dargel, 2004), tastescape (Hjalager & Richards, 2002), smellscares and soundscape (Dann & Jacobsen, 2002). Not yet defined, modelled or analysed is the “destination foodscape” concept, which takes the service encounter approach to the next level, by focusing on nested food experiences on a destination.

The servicescape concept was introduced to the field of tourism by an early work of Clarke and Schmidt (1995), who in the same way as Bitner (1992) saw the gap between marketing literature and environmental psychology, and asked for a broader understanding of the service encounter. Following the lead of Quan and Wang (2004) and O’Dell (2005), who introduced the experience concept to the field of tourism, Mossberg (2007) identified five categories of factors influencing the consumer experience. She conceives experiencescares as a blend of inputs from different actors and activities throughout the whole journey. This implies that perceived destination foodscape is a holistic construct founded on a set of memorable food experiences en tour.

Arguing that the destination food foodscape concept seems to be uncovered by past research, the aim of this study is to elaborate on the destination foodscape concept by presenting a tentative definition based on service marketing, tourism, and tourism experience theories merged together in a framework. Furthermore, this study offers novel insight into how tourists perceive the food landscape on a destination.

A qualitative research approach was deemed suitable in this explorative study. Informed by 30 personal interviews we conclude that destination foodscape is an individual and subjective construct. It is an experience which takes influence from staged services for tourists, i.e. in “experience-centric services” (Zomerdijs & Voss, 2010). In accordance with past research, travellers pay attention – in restaurant – to what is served, how it is served, other customers, and the atmosphere. In addition, the findings reveal that that destination foodscape experiences are influenced by food culture on a destination – experienced on markets and in streets. The study found that these two domains (the service domain and the everyday domain) are interlinked. On the one hand, integration appears while visiting wine yards and brewery. On the other hand, it occurs when travellers use restaurants and cafés as observation posts to watch street life. As it appears experiencing local food culture is a “hot spice” of a destination foodscape. For destination management, local food culture has to be opened up for tourists in all types of encounters, staged and mundane.

Image, experience and production: strategies for developing the value of food tourism in Denmark and England

Henrik Halkier, Laura James

In any tourist destination food is important in the sense that travelling humans need sustenance, but food is often sourced through international supply chains and/or local culinary traditions play a limited role in tourist experiences. In contrast to this 'feeding tourists' paradigm, food tourism is defined as travel informed by "the desire to experience a particular type of food or the produce of a specific region" (Hall & Sharples, 2003: 10). In some localities - e.g. Tuscany - food tourism is well-established, but in most European regions cross-sectoral relations are either limited or not systematically exploited (Therkelsen and Blichfeldt, 2012). Nonetheless, connecting tourism and food has a powerful appeal to public policy-makers in rural destinations. Offering regional products and culinary traditions to visitors has the dual value of adding a new component to the image of the tourist destination while at the same time creating additional economic activity in and around the destination.

As in other areas of public policy, translating ideas into successful action on the ground is, a challenging endeavour (James and Halkier, forthcoming). In order to create synergies between local food and tourism development in rural destinations, specific products or culinary practices must be produced in order to be packaged for tourist consumption, provision must be organised so that experiences are accessible to visitors to the destination, their attraction must be communicated to existing and potential visitors, and they must of course be in demand by tourists in order to be economically viable from a long-term perspective.

In order to realize food/tourism synergies, governance institutions and their strategies need to be aligned between the two sectors, and this paper probes the extent to which this has happened in two north European destinations - East Suffolk (England) and North Jutland (Denmark) - by comparing the governance set-ups and the strategies adopted by policymakers, DMOs and sectoral organisations. Both destinations have been promoting themselves as 'foody places', and the paper is based on in-depth interviews with an extensive series of policy-makers and key private actors in the food and tourism sectors in the case-study destinations as well as analysis of existing policy documents. We identify key differences and similarities in the approaches adopted to create value through food tourism, with North Jutland having publically funded networks as a key component, while Suffolk seems to rely on more market-based forms of coordination. The findings are used to develop a typology of food tourism development strategies, emphasising the difference between the main intended locus of change (food and/or tourism organisations) and the type of change aimed for (quantitative/qualitative).

Values Of Tourism For Society And Communities II.

Exploring the value of an event: comparing consumer surplus, willingness to pay and values of subjective wellbeing for the Peace & Love music festival in Sweden

Tobias Heldt, Reza Mortazavi

Understanding the values and impact for a hallmark event is crucial knowledge not only for the event managers but also for the public planners of the host region.

The purpose of this paper is to explore and compare values of a music event using on the one hand two non-market valuation techniques; and on the other hand individual measures of subjective well-being or happiness.

We use survey data collected from 1005 visitors to the Peace & Love music festival held in Borlänge, Sweden, in 2012. The survey contains questions about the actual behaviour of the respondents such as expenditure patterns and travel behaviour but also questions on individuals' subjective wellbeing (SWB) and willingness to pay (WTP) for certain features of the festival like "other people attending" and length for the festival. These data allow us to estimate consumer surplus for the event by applying the travel cost method but also average and individual measures of SWB. The latter can be used to explore correlations between individual's SWB and individual socio economic characteristics but also consumer behaviour patterns.

The preliminary findings of our study are that the consumer surplus value indicates an overall consumer value between 27 - 89 MSEK for the festival. The measure of happiness shows an average subjective wellbeing of 7.94 (likert scale 1-10) and correlations with a number of interesting variables. This paper contributes to the literature on valuation of tourism and events by highlighting the potential for using measures of consumer surplus in combination with actual visitor data on preferences to understand current and future impact and values of an event.

Sustainability indicators for tourism: Framework for monitoring indicators of sustainability in the tourism system Vatnajökull National Park, Iceland

Kristín Rut Kristjánsdóttir

Worldwide natural peripheral areas are becoming increasingly more popular as tourist destinations. Subsequently the northern periphery regions are likely to experience increased environmental, economic and social impact of tourism in the coming years. Therefore it is crucial that sustainability performance monitoring is included in tourism development in northern periphery regions. The study that will be presented at this conference is a part of a larger project which aims to develop a framework of sustainability indicators for tourism in Vatnajökull National Park (VNP), Iceland. The

specific aim of the study is to assess how tourism stakeholder perceptions can be integrated into design and monitoring of sustainability indicators using systemic indicator system (SIS). There are two general methodological approaches to sustainability indicator design: one that aims to reduce sustainability issues to manageable goal-seeking entities of sustainable tourism and; one that sees indicators as components of a dynamic system and defines their effect towards sustainability according to interconnectedness to other indicators. The SIS method is a product of the latter approach. While individual issues and problems related to tourism need to be dealt with specifically, monitoring should incorporate context-specific conditions and an overview of the tourism system as a whole. The SIS method was applied to sustainability issues according to tourist hosts, governmental employees and national park employees and rangers in north and west territories of VNP. The results show that out of 18 system variables 'seasonality' and 'employment' have the most influence on other variables and thus on the system as a whole. This indicates that only a small change in tourist seasons will cause a strong change in the tourism system. Meanwhile, 'destination attractiveness' and 'local economy' are easily affected by any change in the tourism system; and variables of the physical environment will experience little or lagging change even with a large change in other variables. A two-dimensional framework for sustainability indicators for VNP is suggested. The framework involves stakeholder involvement as input into evaluating both the indicator variables and the usefulness of the monitoring process. The results of the SIS method will be used to identify and rank sustainability indicators for tourism in VNP according to their importance within the tourism system.

Eurovision 2014 as potlatch? Exploring mega events as cultural demonstrations of complex outcomes

Carina Bregnholm Ren, Morten Krogh Petersen

How to tell if an event is 'worth it'? In all its simplicity, this question often troubles investors, planners, local communities, politicians as well as researchers involved in the planning and assessing of events. The question brings to the fore complex methodological issues: first, how to determine what might constitute a 'good' outcome and, second, how to determine which indicators, parameters and metrics might be used in measuring whether these outcomes have materialized or not (Petersen 2009)? These difficulties are becoming even more intricate as the public and private sectors increasingly join forces in organizing large events, bringing quite different definitions of 'good' outcomes to the table. In our presentation, we argue that such cross-sectorial events must not purely be understood as opportunities for profit-generation. Other forms of outcomes may, we argue, be explored through careful, ethnographic studies of how different logics of valuing intersect as events come into being.

In order to broaden the concept of value in relation to events, we propose to consider the event as what anthropologist Marcel Mauss entitled a *potlatch* (Mauss [1955]/1990). At a first glance, the potlatch resembles a meaningless ritual of conspicuous consumption and destruction of wealth and hence, its' worth was severely challenged by outside (Western) bystanders. To Mauss, however, it contained a range of intricate internal and situated

logics and negotiations of status, power and domination. We use the concept of potlatch to explore the different logics of valuing the Eurovision Song Contest held in Copenhagen in May 2014.

Through its linking of corporate, municipal, regional and national activities and interests and its many outreach schemes within tourism, education, industrial development and sustainability, numerous sub-events and intense collaboration between an unconventional array of actors (NGOs, schools, a private real estate company, the municipality and the region), we propose to see Eurovision 2014 as a cross-sectorial innovation project. We show how the intricate public-private collaboration and the attempts at linking the event to very different tasks and objectives made the valuing of collaboration outcomes quite controversial. Through our fieldwork, we learnt that the outcomes for stakeholders were most often not (only) about generating a monetary surplus, for instance by attracting tourist for the event, but also about creating 'much more than a song contest'. Just like the potlatch, the value was not always directly visible or measurable.

In conclusion, we discuss how the blurring of sectorial and institutional boundaries is an increasing challenge in terms of establishing accountability, facing not only events but more generally cross-sectorial innovation endeavors. In our case, different definitions of 'good' outcomes did not comply with usual ways of valuing events and their outcomes. However, the concept of potlatch allows us to explore and acknowledge how different logics of valuing may co-exist. It also shows that different values and 'worths' emerge when we as researchers engage in our research field in a meticulous, careful manner.

The value of cruise tourism – some critical issues

Svein Larsen, Rouven Doran, Katharina Wolff, Torvald Øgaard

A recent large scale study (Larsen, Wolff, Marnburg & Øgaard, 2013) documents that cruise tourists spend significantly less than other visitors at a destination. These findings have however been vigorously attacked, opposed and criticised by stakeholders representing the cruise industry. Typical arguments have been that cruise tourists *would spend more* if there were more opportunities to spend (this argument was put forward by the trade minister emeritus of Norway, Trond Giske[1] (BT, 2013; Norwegian Government, 2013)), and that many cruise tourists will *return as land-based tourists* to places they visited during their cruise. The present paper addresses these, and a few other critical issues raised in the public and by the cruise sector.

The data in this study comes from two surveys undertaken in Western Norway in 2012 (N = 4002) and 2013 (N = 2104). In the 2012-study, tourists' expenditures on working days and Sun- and holydays were compared to test whether cruise tourists (and other tourists) spend more on working days than on holidays (when shops are closed). The 2013 survey examined tourists revisit intentions as well as the importance placed on price by cruise tourists as well as by other tourists.

The results show that cruise tourists as well as other tourists spend as much on working days as on Sun- and holydays, there were no differences. In addition the results indicate that cruise tourists are more interested in returning as cruise tourists than as land-based tourists; and among tourists who revisit a destination, cruise tourists who return as cruise tourists are overrepresented. In addition, our results indicate that cruise tourists are highly concerned about prices at the destination. We discuss these results in light of current discourses on value creation in cruise tourism.

Destination branding in coastal communities: entrepreneurs' sense of place

Mia Larson

During the last decades, Scandinavian coastal communities have gone through industrial development involving a shift from traditional industry, such as fishery and handicrafts, to tourism. This has led to new conditions for entrepreneurship on those places. However, tourism have developed differently on different places in terms of how well tourism is integrated in the community and how seasonality is dealt with. This has to do with how entrepreneurs are operating their businesses and their relationship to the place, which, in turn, contributes to how destination brands evolve. In this article, case studies of three destinations on the Swedish west coast, Marstrand, Björholmen and Kåringön, show how entrepreneurship has evolved and its effect on tourism and tourism brands. The intention is to elaborate on and understand the relationship between entrepreneurship, sense of place and destination branding. The study is part of a Interreg IV project carried out during 2010-2012. A number of different studies was done: expert interviews, focus groups, a survey covering the whole population of the three communities, workshops with community representatives and in-depth interviews of entrepreneurs.

Johannison (2005) distinguish different groups of entrepreneurs considering the driving forces for their operations, i.e. whether the entrepreneurs are economically or socially oriented and whether it is based on collectivism or individualism. Entrepreneurs on Kåringön are to a high degree collectivistic and socially oriented. There is a strong place identity (cf. Lewicka, 2008), which is based on history, family and the dependence to the ocean and nature and the entrepreneurship and the destination brand is tightly connected to it. Kåringön can be seen as a success case in terms of sustainable tourism development due to its almost all-year-round tourism and its integration in the community.

Special Track: The Wonders Of Nature

Choreographies of light and darkness: compositions of northern light tourism

Gunnar Thór Jóhannesson, Katrín Anna Lund

Tourism as an ordering can be described as a dance based on continuously becoming choreography of different participants, human and more-than-human that shape attractions and destinations. Recently the Northern lights have evolved into one of the most important tourist attractions during winter in Iceland and northern parts of Scandinavia. The Northern lights are unruly and multiple and have always been subject to various efforts of understanding and interpretation. Scientists have for long been interested in explaining the geophysical dynamics of the lights whilst lay knowledge has sought explanations through mythological narratives. However, Aurora Borealis cannot be disciplined and thus remains as mysterious phenomenon which attracts interest and provides inspiration. The magic of the Northern lights has started to provide value for contemporary tourism industry. This paper will follow some of the compositions of northern light tourism as practiced through ethnographic fieldwork during the winter 2013-2014. We will enter the choreographies of light and darkness as they are performed through various steps and rhythms by diverse actors. It is argued that while the northern lights can be composed as a product up to a point they remain undisciplined and thus open to improvisation and continuous creation. This process can be thought through as a dance that fluctuates between regulated order of striated space and creative capacities of smooth space.

Navigating the storm: embodiments, experiences and reflections of northern lights fieldwork

Bente Heimtun, Gunnar Thór Jóhannesson, Tiina Kivelä, Katrín Anna Lund, Nigel Morgan, Seija Tuulentie

In the last decade the Aurora Borealis (the northern lights) has become a primary soft adventure attraction in destinations of Northern Scandinavia. In this paper we draw on interactive autoethnography to examine researcher fieldwork experiences on three northern lights tours departing from Alta, Norway on a stormy night in March 2014. Three teams of researchers set out to conduct participant observations of northern lights tourism and tour guiding. Only team one met that objective; team two's journey that evening developed into an interview of the tour guide in the absence of other tourists; team three's trip was partially cancelled as the storm prevented the cruise ship passengers, but not the researchers, from reaching the base camp.

Regardless of our own individual paradigmatic or methodological orientations we all actively shape our research through the choices we make and are given and the ways in which we do/not articulate researcher voice(s). In this paper, we discuss our individual

and multiple researcher entanglements and embodied experiences of that evening's fieldwork - of the storm, of witnessing and not witnessing the northern lights and of driving through the wind, snow and ice. In particular, we reflect upon how the forces of nature and the resultant severe weather conditions turned this form of soft adventure into something potentially dangerous, evoking emotions such as fear and anxiety, not only in the tourists/researchers but also in the tour guides. Through our narratives we show how scientific and research practice and production are always intertwined with multiple entanglements in the ongoing generation of tourism knowledge. These narratives will challenge the dualistic perception of tourism research as split into fieldwork and analysis, instead offering a perspective which reveals the 'messy' workings of enacting tourism research undertakings.

Closer to the whales; the story of creating Whalesafari at Andenes

Arvid Viken, Anniken Førde

Whalesafari at Andenes invites you to get “closer to the whales”. Originally initiated by environmentalists and scientists working on sperm whales, the idea was to combine whale watching tours with research. Today Whalesafari Ltd. has become one of the major commercial tourism actors in Northern Norway. Offering whale watching trips with full whale guarantee, they attract about 15 000 tourists a year.

As a part of a research project on northern destinations we have conducted a case study of tourism development at Andøya. In this paper we address the start-up and development of whale-safari, the main tourism attraction on the island. Applying a critical perspective on knowledge construction, we investigate what the types of knowledge that has been central to the venture, and how knowledge production and mediation has been a dominant part of the activities. The paper shows the processes whereby what started as a natural science base coined with environmentalism and local enthusiasm was turned into a commercial business orientation. However, the knowledge component was never left and has given the attraction a non-commercial anchoring, important for its reputation and market success. The attraction is part of global networks related to whale observation and conservation. We also look into how the local traditions for whale hunting clashes with the ambitions of being a whale watching destination.

Defining adventure tourism

Outi Rantala

A guided snowmobile safari – including ice fishing at wilderness lake, coffee served around camp fire, and narratives on local culture – in Finnish Lapland is often regarded as a non-adventurous activity since it is highly commercialised and it does not require risk taking. However, this categorisation turns out to be insufficient when the activity is examined from the perspective of the guide. The guide needs, for example, wilderness guiding skills, safety skills and knowledge on local culture and nature besides customer

service skills (Rantala & Valkonen, 2011; Valkonen, 2011). Furthermore, Beedie and Hudson (2003) have claimed that the boundaries between adventurous activities and tourism have become blurred. They call for academic research on adventure tourism in order to understand better the democratisation of adventurous activities in the context of tourism and contemporary consumer culture.

The cultural differences in interpreting concepts such as wilderness, safari and nature guiding illustrate difficulties in capturing the process of urbanisation, commodification, and improvement of technology when examining adventure tourism. Understanding these processes in context of adventure tourism is important when studying, for example, the potential for operating independently in nature and participating in adventure tourism or when sketching global trends and planning the development of adventure tourism. Therefore, we ask: how is adventure tourism defined and categorised in tourism and associated literature? How do different conceptualisations work in relation to understanding the process of democratisation and commercialisation of adventurous activities and in relation to examining the perception of risks by new adventure tourism segments?

Our conceptual review aims to explore the content of adventure tourism (see also Weber, 2001). The study consists of literature review comprising development of methodology for creating comprehensive list of articles. In the review, the theoretical underpinnings are first categorised and secondly the empirical findings are discussed by using examples from nature-based tourism in Finnish Lapland and adventure tourism in North-Norway. The examples are based on an international survey conducted during the spring 2014. Subsequently, number of ideas is listed for future research on adventure tourism, nature-based tourism, arctic tourism and tourism safety. By exploring the definitions of adventure tourism we aim to broaden the scope of defining adventure tourism in relation to risk (Bentley et al., 2010; Cater, 2006) and to sketch future research approaches on adventure tourism that enclose both nature and culture.

Values Of Tourism Research And Scholarship II

What do we mean by Experience Production? - A suggested ecology for the diverse concepts of producing and analyzing tourism experiences.

Hans Gelter

This paper aims to conceptually explore the recent emerged field of research and education of "Experience Production" (EP) and its relation to similar areas such as the Experience Economy, Experience Design, Experience staging etc. The aim is to clarify the prevailing conceptual diversified taxonomy within tourism research and education in exploring and understanding the processes of economic offering of experiences. The research methodology is based on a conceptual analysis of literature within tourism research and education addressing "experiences". The conceptual analysis is also based on a pilot-study of the conceptual understanding of EP among students and tourism operators, as well as personal reflections of 12 years of education within the education

program "Experience Production" at Luleå University of technology (LTU) Sweden.

The word "Experience Production" EP, did not exist in the English language in 2002 when the Master program of "*upplevelseproduktion*" started at LTU, which then was translated to the swenglish word "experience production". Google search on the word EP in 2002 gave no hits while in April 2014 the words gave 174 000. However, already in 1970 Alvin Toffler used the word EP while in tourism research and in the emerged field of "Experience Economy" the word EP is still rarely used. Instead a diverse flora of analogous and homologous concepts and terms has emerged. These includes the contemporary popular concept of Experience Design as well as words such as Experience Staging, Experience Enhancing, Experience Creation, Experience Development, Experience Realization, Developing Meaningful Experience, Building Customer Experiences, Customer Experience Management and others. Similar meanings involve additional concepts such as Nature & Cultural Interpretation, Recreational Management, Planned Event Experiences and Tourism Product Development. Several theoretical concepts for EP have been suggested such as the Five Aspect Meal Model, Servunction/Experience-room/Experiencescape concept, The Experience Pyramid, Pine & Gilmore 4E-model and The Enactment Model, the Star Experience Model, the Total Experience Management-model and others. However, most scholar attention has been towards analyzing and categorizing aspects of the customer experience and experience typologies, and less attention towards the "production processes" of experience offerings.

This paper suggests a clearer conceptual dichotomy between "producing" experiences and "analyzing" Experiences within tourism and the Experience Economy. One way might be by exploring the concepts of Total Experience Management (TEMa) and Total Experience Measurement (TEMe). A research contribution from this conceptual analysis is that there is no consensus about the taxonomy of methods and processes for experience offerings, and that the different concepts such as design, production, creation, staging, development etc. both overlap and have distinct meanings and values. This paper therefore suggests an overall "ecology" for the different concepts of producing and analyzing tourism experiences.

Axiology of tourism, hospitality and events (TH&E)

Johan R Edelheim

The foundational components of tourism, hospitality and event (TH&E) studies are ontology, epistemology and axiology of TH&E, or in other words, how we come to understand what the fields are, what makes us accept certain matters as being truthful and constituting knowledge, and how we establish what is valuable either for its own sake, or for something else. I will in this paper refer to TH&E studies, fully conscious of the fact that studies in these sub-fields take different shapes, and are taught separately from one another at some institutions. My aim is, however, to investigate the philosophical foundations and issues of these studies, and having fairly similar antecedents, I will disregard the diversity they take in practice. They are dealt with here together as TH&E studies.

Ontology, or the study of being, creates the framework for how we, as individuals, connected in societies, make sense of the reality in which we live. The power of ontology is that it gives us the keys to unlock the way reality is understood, by taking as its object of study the actual being of things, matters, concepts, experiences, and words - essentially of everything.

Epistemology, or the study of knowledge, receives in our rationalist society more emphasis because it sets to explain why we jointly decide that certain things are true, and others are not. Science, and the interpretation of scientific results, changes the way society acts at all stages of life.

Axiology, or the study of value or of goodness, is definitely the philosophical strain out of these three that has received least attention, even though it is fundamentally linked to our actions in our daily lives. Axiology forms the foundation for both ethics and aesthetics, that both investigate value properties, by theorising value in its own right. Hartman introduced in his formal theory of value the *value hierarchy* which has three levels: a matter can be seen as having *intrinsic* value, valuable in its own right, or to have *extrinsic* value, valuable for the sake of something else, which in turn can have intrinsic value, or to have *systemic* value, the idea of intrinsic or extrinsic values.

The reason why it is of importance to theorise value systematically by investigating the axiology of TH&E is because it otherwise will be the victim of relativity. Everybody knows that different people value different things, and that different cultures carries different value systems, and that all of this have to be taken in consideration when dealing with the global phenomena TH&E stands for. But, the danger is that one presumes that no values are universal, or that no certainty can be drawn from investigating value. What this paper sets to clarify is axiology of TH&E and how the philosophical stream of axiology can be utilised to give a common grounding for the values the field of TH&E creates in society.

Mobility and real time experiences – the study of personal “hot spots”

Ingrid Zakrisson

Technologies such as GPS and RFID have increasingly come into use to trace people's mobility patterns, for various reasons; in tourism research, transportation research or in more general behavioral research in order to understand how people move about. One benefit of such methods is that it is possible to study mobility in real time instead of relying on retrospective self reports. However, there are also certain drawbacks. For example, these techniques accumulate a considerable amount of data, which is difficult to systematize into coherent patterns. It is possible to structure the data according to time and place, where and when people move about. But what does it mean? What are the experiences, values, emotions and cognitions associated with it? When applying these techniques to studies of visitors in different circumstances a reappearing finding is that a considerable amount of time is spent - doing nothing; supposedly on aimless activities, not having to do with the services and products provided, and the general purpose of the

visit. Still, the visit seems to be enjoyable and fulfilling.

These problems call for a more interactive way of collecting data, but also new ways of analyzing it. Within our research group we not only apply GPS technique to track visitors, we are also interested to understand the meaning of their experiences in real time. For this we have used GPS devices equipped with a button by which it has been possible to indicate certain points of interest (POI:s) of own choice. We have now developed a smart phone application where even more information can be requested from the participants. This not only makes it possible to zone in hot spots in time and places, it is also possible to relate the chosen POI:s to personal factors; background variables and other forms of responses to the visit in question. It is, for example, possible to investigate if, and in what ways, the same POI yields different meanings for different people. The aim of this presentation is to give examples, taken from our studies of destinations, events and theme parks, of ways of analyzing such POI:s and how these spots are related to personal factors.

Values Of/For The Tourist IV.

The Absolute Importance Of Studying The Relativity Of Risk Perceptions With Regard To Travel Destinations

Katharina Wolff, Svein Larsen

The impact of terrorism on travel choice and risk perceptions among tourists is of great interest to the tourism industry and has received some research attention. Some of this research is based on the analysis of tourism statistics which often show declining numbers of visitors after terrorist attacks, for example in Spain (Enders & Sandler, 1991), Northern Ireland (Pizam, 1999), and the USA (Lepp & Gibson, 2003).

Another understandably very limited line of research has directly compared tourists risk ratings before and after terrorist attacks. Larsen et al. (2011) found that tourists reported increased risk for Madrid following the 2004 train bombings and for London after the 2005 bomb attacks on London's transport system. Wolff and Larsen (2014) reported that risk judgments among tourists to Norway decreased after the 22nd of July.

The present study is part of a continuing quantitative investigation of risk perceptions among tourists to Norway which started in 2004. In the following data on risk perceptions regarding different travel destinations and different hazards are being presented.

Data were collected in Norway by means of questionnaires in 2004, 2010, 2011, 2012, and 2013. Participants constitute a convenience sample from the indefinite population of tourists to the area. Response rates were about 90%. Data from a total of 10998 participants from all together 89 different countries are being reported here. Subjective risk assessments were obtained for nine different destinations including for example Norway and the Nordic countries and larger cities in Europe; as well as for seven different hazards including for example terrorism or actions of war and infections.

Results show that tourists' risk perceptions for the different destinations fluctuate somewhat, but not a lot over the years for seven out of nine destinations. Norway and the Nordic countries are perceived to be the safest destination, while Roundtrips in Israel are perceived to be the riskiest. Interestingly results also show that while absolute risk perceptions for most destinations fluctuate, the relative risk perceptions remain constant. In other words the ranking of the destinations according to their relative risk does not change over the years. Regarding risk for different hazards results show that tourists generally judge the risk to be very low, with the least risk for terrorism or actions of war and the highest risk for traffic accidents.

Findings seem to imply that while dramatic events like the 2004 train bombings in Madrid or the 22nd of July in Norway might slightly change how risky tourists perceive these individual destinations to be, the relative risk of those destinations compared to other destinations remains constant. The influence of such events on the number of visitors should therefore be minimal. Findings also underline the importance of moving away from merely investigating individual cases and instead employ a more comparative approach, i.e. investigating risk perceptions for more than one destination at a time in order to study whether relative risk has changed.

Co-creation as a moderator on the experience value – satisfaction relations

Nina Prebensen, Hyelin Kim, Muzzo Uysal

The evidence in existing literature on the relationship between perceived customer value and satisfaction of experiences has noticeably been identified (Gallaraza and Gil-Saura, 2006; Prebensen, Woo, Chen and Uysal, 2013; Sanchez et al 2004; Williams and Soutar, 2009). However, despite the great strides made in recent years, our understanding of the specific nature of the customers' active role in the relationship between tourist perceived value and satisfaction has received, if any, very limited research. A fundamental premises for the new service dominant-logic (S-D logic) in marketing (Vargo and Lush, 2004), is the imperative of the customer as a partaker of creating value (Prebensen, Vittersø and Dahl, 2013). Thus, the purpose of the present work is to further explore the link between experience value and satisfaction, with a focus on the customer's role, i.e., his or her interest and participation in creating experience value, delineated as "co-creation". Specifically, the co-creation will be explored and tested as a moderator for the value - satisfaction relationship.

The notion of *co-creation* in the present work is comprehended as the customer's emotional and physical interaction in the experience creation process. It is hoped that the findings would help the tourism industry to facilitate for the right level of customer partaking in the process of creating value to enhance experience and satisfaction.

The initial analysis of the study revealed that tourists' perceived value of winter travel experience consisted of 'learning value', 'social value', 'emotional value', 'economic value', and 'physical value'. And the study showed that tourist experience value has a positive

effect on satisfaction. The result supports the existing literature (Gallaraza and Gil-Saura, 2006; Prebensen, Woo, Chen and Uysal, 2013; Williams and Soutar, 2009). The moderating effect of co-creation included both mental and physical involvements. From a theoretical perspective, our framework integrates co-creation practices in experiential consumption processes and supports the hypothesis of the customer as imperative within the evolving S-D logic literature.

From the managerial perspective, the present work has conceptualized a key variable, co-creation which moderates the effect between experience value and satisfaction. The study thus pinpoints the importance of getting the customer mentally and physically involved in co-creating experience value. The tourist industry needs to acknowledge how they can involve the customer before and during the experience in order to enhance interest and participation; as a result, experience value and overall satisfaction may increase.

Counting visitors in Vatnajökull National Park

Rögnvaldur Ólafsson

Data about the number of visitors to the Highlands and protected areas in Iceland is scarce. Questionnaires have been used at tourist exit points in Iceland for a number of years and some telephone questionnaires exist, but of direct data only overnight statistics have been available. But information about visitors and their number is fundamental for maintaining tourism areas and planning their future in a sustainable way. Lack of visitor use data can furthermore lead to tourism being undervalued in public policy. This is particularly true in Iceland now when tourism is expanding greatly and tourism areas are being developed, as for example Vatnajökull National Park.

The aim of the work reported here is to provide data about the number of visitors to Vatnajökull National Park and follow changes that occur. In this presentation visitor data from the Skaftafell region of Vatnajökull National Park is reported. Data has been collected there since June 2009 and is now giving valuable information about the effect of the recent winter opening of the Park.

At entry points to the main attractions of the Park motorized traffic is recorded on an hourly basis by mechanized counters. The number of visitors per vehicle is counted, as well as the proportion of buses versus private cars. That gives the average number of persons per vehicle and from that and the number of vehicles counted by the counters, the number of visitors is calculated. In addition the number of hikers on selected footpaths is recorded.

In 2009 about 185 thousand guests visited Skaftafell. Due to volcanic eruptions in Eyjafjallajökull in 2010 and Vatnajökull in 2011 tourist traffic fell by 14% from 2009 to 2010 and remained low in 2011. After that traffic picked up sharply and reached 275 thousand visitors in 2013, an increase of 40% from 2011. The increase can be traced to increase in the number of visitors to Iceland, as well as to recent winter opening in Skaftafell and Jökulsárlón, and is an example of successful off-season marketing. The number of visitors to Skaftafell in the off-season months September to May, increased by 93% between 2010 and 2013.

The impact of online information sources on destination image formation: destination Norway in the eyes of the Brazilian market

Anastasia Mariussen, Christine Hafnor Håvoll, Martin Weibye, Pernille Roberts

Although destination image literature seems to be gaining its momentum, some areas of this research such as destination image formation and forces influencing this process remain relatively unexplored. For example, despite of the general consensus that image formation influences travellers' decision-making and behaviour, little is still known about the actual process of destination image formation, particularly prior to visiting a destination. With the proliferation of the Internet and social media, which increasingly move the creation of destination-related information outside destination managers' offices, the importance and urgency of addressing these areas become ever so evident. To contribute to the few steps already taken in this direction, this work examines the role of online information sources in destination image formation prior to visiting a destination.

The paper relies on a multiple-method design and triangulates qualitative interview data with the clickstream analysis of the respondents' Internet search. To capture real-time destination image formation, the study invites the participants from the important for Norway Brazilian market that have never been to Norway before to plan a trip to this destination. The participants' planning activity and online journey is recorded on a video and later analysed by means of the clickstream analysis. For the comparison of the perceived destination image prior and after the exposure to the Internet sources, two additional interviews are utilised. During the first interview, the participants share their perceptions of Norway and reflect upon the possible sources that contributed to their destination image formation. In the course of the second interview, the respondents are asked to watch the video of their Internet search and explain their online behaviour using a talk-aloud technique. The results fill in the existing gaps in the literature on destination image formation and offer practically valuable insights into the individual influences of both destination-owned and independent Internet sources on per-visit destination image. Methodologically, the paper adds value by proposing clickstream analysis as an alternative way of measuring destination image formation.

Internet and social media usage among visitors in the Swedish mountain regions

Christine Lundberg

Technology mediation of experiences is closely linked to travel motives and perceived value since it, through the use of web 2.0 applications, facilitates the social dimension of tourism. For instance, it has been argued that new types of consumers, consumer tribes, are active and enthusiastic in their consumption, sometimes to the extreme, and produce

a range of identities, practices, rituals, meanings, and even material culture, many of which can be found by studying technology use and social media content and networking. As such, Internet and social media is seen as an important marketing tool for tourism businesses and destinations.

Research focusing on participation, involvement and identification points to a relevant feature of social media, namely, the formation of virtual communities where users share content and communicate. The forming of these social communities can be particularly relevant for communities of nature based tourists due to some users' often high levels of involvement in this type of tourism experience. Also, in social media large volumes of UGC (user generated content) can be found which, in turn, have a rapidly increasing importance for consumers' decision making processes. What however remains to be explored is the variation of internet and social media usage by various tourist segments depending on the type of tourist experience in question in order to inform strategic choices for marketers. It has been suggested that consumers are to varying degrees dependent on a combination of three things along a continuum. Namely, their prior preferences, beliefs and experiences (P), information from marketers (M), and input from other people (O). These three factors have been highly influenced by technological developments. Tourism is traditionally seen as highly dependent on information as well as the opinions of peers. Thus, the question is if evidence to support this can be found in the use of Internet and social media by nature tourists.

A national survey of visitors ($n=895$) in the Swedish mountain regions was conducted in order to understand Internet and social media usage among this group of tourists. Preliminary findings show that 7 out of 10 use Internet to read about the Swedish mountains in general and almost 5 out 10 states that Internet is the primary source of information when planning their mountain experience. However, they are not avid users of Internet for this purpose - almost half of the sample uses Internet to read about the Swedish mountains less than every 6 months (13% state that they never use it for this purpose). Another noteworthy finding is that the visitors to a very limited extent engage in social media activities. These results may have major implications for the tourism industry as well as policy planners in the Swedish mountain regions regarding their Internet and social media strategies.

The challenges of collecting tourism data

Malin Zillinger

Experiences have been discussed within the tourism literature for a long time and their value for individual visitors, but also for the whole tourism industry, is acknowledged both in academia and industry. The question is how empirical data on experiences can be collected in a suitable way. The problem is that some kinds of methods might influence the validity of research projects, as data might be collected that the researcher has not asked for. Tourism research has to face the question on how to collect data that is actually demanded.

This research project has formerly collected data on tourist destinations and during events. The aim of that project was to gain more knowledge on experiences in time and

space, i.e. which kinds of experiences do visitors have, and where and when do those experiences take place? Data was collected with gps senders as a methodological base. By these, the participants' spatial paths were logged and analysed. Experiences were recorded by a button on the gps device at the time they took place. In addition, a number of methods were used to gather in depth information on the experiences themselves (by interviews) or attitudes towards them (by questionnaires and Likert scales). Generally, the technique worked well, as the method performed to be robust without many technical problems. However, it turned out to be laborious and possibly unsuitable to collect information related to the gps first, and to ask questions on personal experiences at a later stage.

Therefore, a mobile phone application has now been developed with new possibilities when it comes to data collection. This time, the project is focused on theme parks and visitor experiences therein. The first part of the data collection takes place during the summer of 2014. The short-term aim with this first round of method testing is to evaluate the technology of the application, but also to analyse the combination of selected methods within the circumstance of a crowded theme park. In the long run, the aim is to enable a higher intensity of value creation. This can be done by a higher level of knowledge on visitor experience.

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